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NUMBER 29 — PROUDLY PRESENTS A PROVERBIAL — SEPT 1956

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FREE

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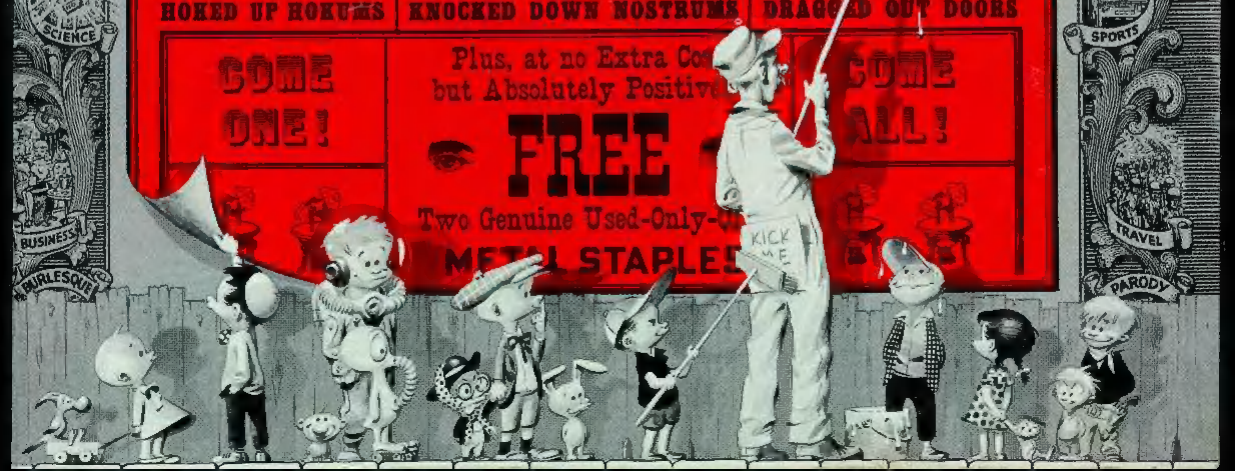
METAL STAPLES

COME ALL!



CARICATURE · MEDICINE · PEOPLE · SATIRE · SCIENCE · BUSINESS · BURLESQUE · POLITICS · HOME · LAMPOON · SPORTS · TRAVEL · PARODY

YARD BIRDS ... *a series by Ethel, Cooperate!*

THE

Furious Falcon

You'll hear this bird blow his top when his worn-out tires blow theirs. He never bothers to have them checked or replaced . . . because he doesn't believe in them.

THE

Smart Bird

knows his tires give best service when they're brand new. He makes sure by replacing them every week. By George, you can't drive a car without tires. And you don't use gasoline if you don't drive that car!
Which is where we come in.

The Smart Bird always uses gasoline. Water won't work. Gasoline has a higher octane rating than water. It lets modern engines deliver top power . . . top mileage . . . top profits for us!

It's smart for us *when you use* gasoline

ETHEL
OUR INTEREST COMPOUNDED
ETHEL COOPERATE!

ETHEL
COOPERATE, FOOLS!
DRIVE DRIVE DRIVE!

NUMBER 29 SEPTEMBER 1956

MAD

"Satire is a sort of glass, wherein beholders generally discover everybody's face but their own"... Swift. (1667-1745)

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

PRODUCTION: John Putnam **CONTINUITY:** Jerry De Fuccio

CONTRIBUTING ARTISTS

Jack Davis Will Elder Wallace Wood B. Wiseman Basil Wolverton
Phil Interlandi Jack Kamen Don Martin Wilhelm Busch

ADVERTISING: Peter Bovis **SUBSCRIPTIONS:** Gloria Orlando **POSTMAN:** Frank Serio

ELEVATOR MAN: Caesar Aimoni **CLEANING LADY:** Grace Kelley

DEPARTMENTS

ADVICE DEPARTMENT
Alfred E. Neuman answers questions . 23, 45
COLLECTORS DEPARTMENT
Hans Hukerbein, der Hard Luck Raven . . . 19
DO-IT-YOURSELF DEPARTMENT
Make your own Comic Book 28
EPIC CASE HISTORY DEPARTMENT
The Underworld Around Us 35
GAME DEPARTMENT
Ernie Kovacs explains "Gringo" 10
HOBBY DEPARTMENT
A Collection of Mad Bubble Gum Cards . . 32
HOLLYWOOD DEPARTMENT
Scenes We'd Like To See 9, 34, 40
HOME-SWEET-HOMES DEPARTMENT
Mad looks at Real Estate Ads 43
HOW TO GIVE A PARTY DEPARTMENT
17-Year-Olds are Happy Happy Happy . . 46
LETTERS DEPARTMENT
Random samplings of Reader Mail 4
MOVIE DEPARTMENT
The Man in the Soot-Gray Flannel 16
NEWSPAPERS DEPARTMENT
Typical Hot-Weather Photos 30
POISON IVY DEPARTMENT
Camp offers Opportunities for Youngsters . 24
POLITICAL CRYSTAL BALL DEPARTMENT
5 startling Convention Forecasts 41
RAISED PINKY DEPARTMENT
A Mad Dining Etiquette Quiz 14
SCIENCE DEPARTMENT
New Designs in Television Sets 12
UNSUNG HEROES DEPARTMENT
F. F. Ferris, Aerobee Rocket Vet 6

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VITAL FEATURES

FREE FALL FERRIS 6

As the U. S. defense perimeter extends further and further into space, heroes are left behind. **MAD** goes out and brings one back.

GRINGO 10

Ernie Kovacs' fascinating new game threatens to upset Bridge, Canasta, Gin Rummy, and Spin-the-Bottle as America's favorites.

T. V. SETS 12

Ingenious new gadgets make old-style T.V. sets obsolete by eliminating stooping, squatting, dialing...and viewing entirely.

DINING QUIZ 14

A questionnaire designed to inform the uninformed of proper table manners, prepared for **MAD** by uninformed Basil Wolverton.

SOOT-GRAY FLANNEL 16

A sensitive movie treats a sensitive problem as Hollywood makes a long story of men who make long commutation trips to city.

CAMP 24

At height of season, with millions of American youngsters still there, **MAD** takes a quick look at Summer Camps, wonders why.

UNDERWORLD AROUND US 35

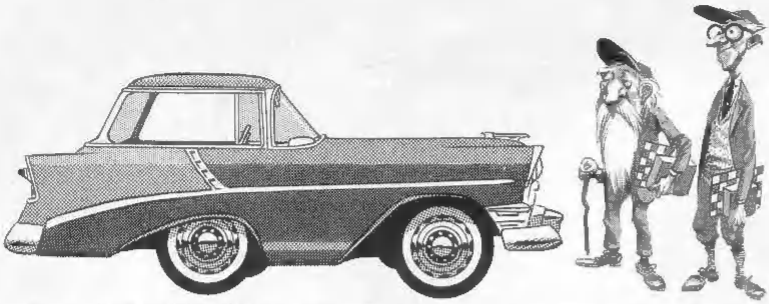
Part I of Epic Case History shows how Man developed through ages from prehistoric savage animal to modern savage animal.

GIVE A PARTY 46

If you plan a party for your 17-year-old, be sure to read this informative article which shows how and why you'd be crazy to.

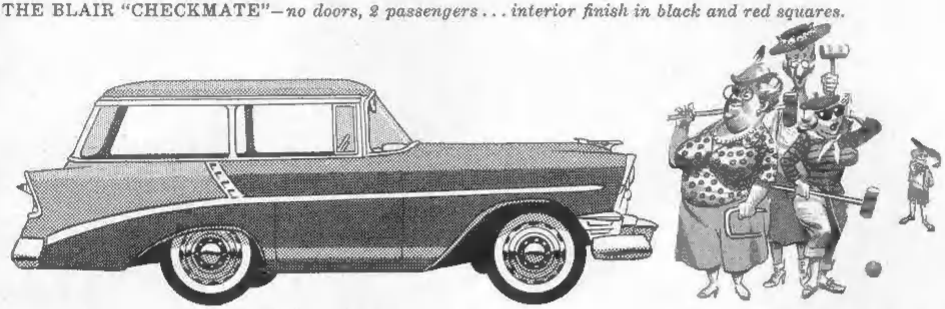
The New Expandable ***SEVEROLET . . .***

Seats a whole

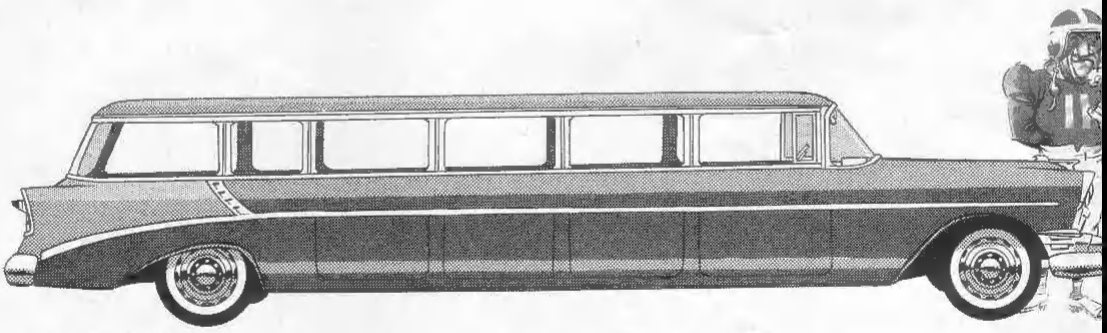


THE BLAIR "CHECKMATE"—*no doors, 2 passengers . . . interior finish in black and red squares.*

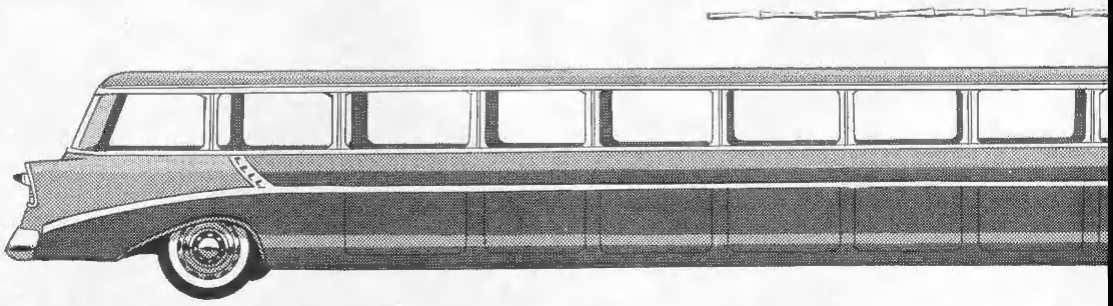
. . . a



THE TWO-PIECE "MALLETTE"—*2 doors, 3 passengers . . . interior finish in luxurious 3" deep Bermuda lawn grass.*

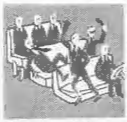


THE FOUR-PART "TOUCHDOWN"—*8 doors, 11 passengers, waterboy . . . interior finish in surgical gauze and absorbent cotton,*



THE EIGHT-SECTION "OLYMPIAD"—*16 doors, 32 passengers, officials, time keepers, trainers, coaches, scorers . . . interior*

checker team



In place of checker players or Olympic players, of course, it could be other people. Like paying passengers, for instance. You could muscle in on the local bus franchise, run your own route, and recover the purchase price. Anyway, there's always enough room to meet your needs. Just add a section to fit. (A separate section is provided to house spare sections.) You can easily create space for an 8 man racing shell, a pair of hockey goals, or a boxing ring.

whole croquet team

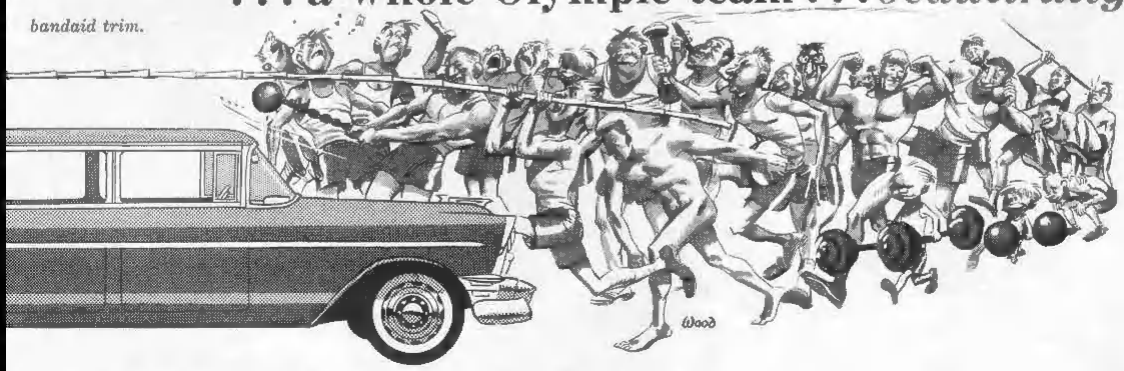
If you're joining the fast-expanding station wagon family, be sure to look over the fast-expandable Severolet. It's good looking, as you can see. It's practical, as you can see. It can be stretched out as far as you can see. Expanded, it packs Severolet's special brand of performance which sheers off telegraph poles going around sharp corners, and makes anything but straightaway driving virtually impossible. Colors and interior choices are unusual. In fact, the whole idea is unusual. Ask your Severolet dealer about it. He still doesn't believe it himself.

Severolet Division of Generous Motors, Detour 2, Mishing.

. . . a whole football team

bandaid trim.

. . . a whole Olympic team . . . *beautifully!*



finished in sawdust and cinders, laurel leaf trim.

Anybody still using Irium?

IF YOU HAVEN'T BEEN ABLE TO FIND MAD ON YOUR LOCAL NEWS STAND:

(A) Look harder! It may be at the bottom of the pile!
(B) Ask your dealer to send threatening letter to wholesaler demanding MAD
(C) Send the attached subscription coupon which gets you 9 MADs for price of 8!
(D) Give up the whole business and spend your money on something worthwhile!

Mail coupon to
MAD SUBSCRIPTIONS
225 Lafayette Street
New York 12, N. Y.

PLEASE SEND ME THE NEXT 9 ISSUES OF MAD FOR WHICH I ENCLOSE $2.00

NAME

ADDRESS

CITY ZONE STATE

SCHOOL OR OCCUPATION

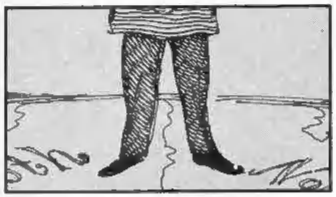
AGE

LETTERS DEPT.

SHOTBAG

Ding-bing it! When you Yankees gon wake up? Yew got Gen'rul Shotbag in a contemporary cartoon wif one o' his legs in the north an' one o' his legs in the SOUTH (Hoo-ray!) wif only a squiggly line for a Mason-Dixon-Yates line. Don' you know it's a straight line?

Philip Charize
New York, N. Y.



Only a Squiggly Line

Your profile on my late great Uncle Homer T. "Old Hominy" Shotbag was a credit both to him and to my family. Please accept my sincere thanks and congratulations.

Nathan A. "Old Kasha" Shotbag
Troy, N. Y.

After intense investigation, I have found that General Homer T. "Old Hominy" Shotbag never existed. What has the Editor been drinking? Billows Cotton Pick? Who is covering up?

Bob Martinick
Chicago, Ill.

ONE GRUNCH

Gentlemen, I can tolerate words which make no sense whatsoever, such as Potrzebie, etc. But when a mass of words are jumbled up into an idiotic sentence, it becomes completely ridiculous . . . such as "I had one grunch but the eggplant over there." Whatzzit mean?

Harvey Simons
Newton, Mass.

"What the heck does "I had one grunch but the eggplant over there" mean, anyway? Does it mean "The application fee for duplication is one dollar", or does it mean "To overcome shyness completely, you must sincerely like people", or does it mean "Que hora es, a las siete y media"?

Bob Tucker
Pasadena, Calif.

INCOME TAX

Come on, boys, let's get on the ball. I mean, don't you ever research your articles? Your "Do-It-Yourself" department had a feature on "How to File Income Tax" which was all wet. It insinuated that M. M. measured 34-28-33. Time Magazine reports 37-23-37. They have a reputation for using accurate tape measures. You'll never win the Pulitzer Prize that way.

Bill Fried
Whitestone, N. Y.

MAD MEDICINE

I have stopped keeping MAD on my waiting room table because: (1) MAD cures some of my patients before they get into my office. (2) I can't get the patients to put the magazine down when I'm ready to examine them. And (3) the copies keep disappearing before I've had a chance to read them myself!

Max A. Schneider, M.D.
Buffalo, N. Y.

Continue stuff like this and perhaps you'll drive some sense into a Mad (sic) world.

James B. Germain
Harvard University

STAMPS

Congratulations on another first. Your rate stamp collection was without a doubt the funniest segment in all the 28 issues of MAD. Being an amateur collector on the side made the humor all the more outstanding.

John H. Murray Jr.
Meadowbrook, Pa.

Stamps

Being a full-fledged Philanthripi- . . . Filianth- . . . Stamp Collector, I am Mad! No, you are MAD, I am angry. No, I am Alex Dunne. Well anyway, I have a very mean disposition when someone ridicules stamps. What's the idea of saying that you contacted the owner of the Two-Cent Blue Queen Zamba? I am the sole owner of that rarity! I have it right here in this book. Er . . . wait. No, it's in this book. No? Here? Wha . . .? Just a second, I'll be right back . . .

Alex Dunne
Sayre, Pa.

MAD MENU

I'm the proprietor of a magazine-fountain service store in Jersey City. We sell submarine sandwiches at our luncheon fountain. They sell even better now that we call them MAD sandwiches on the menu. Best wishes and a full life for MAD. Hope I'm still reading it when I'm ninety and it hurts to laugh.

Stan Lamontovich
Jersey City, N. J.

T. V. PROP

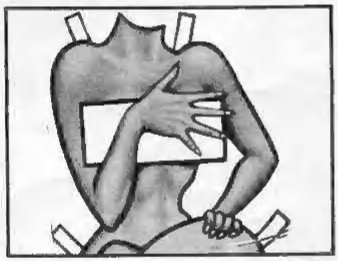
Saw MAD used as one of the props on Matinee Theater. Showed up very clear.

Tony Gristina
New Orleans, La.

PAPER DOLLS

Never before in my life have I been so disgusted! Here I was cutting out a "partially-covered" front for Pat Paper-doll, and after just about getting it cut out, I came to the conclusion it didn't match! What kind of a paper doll racket do you think you're running anyhow? Who do you think you're fooling?

A/2C Paul C. Johnson
San Antonio, Texas



Paper Dolls

On the last two pages of issue no. 28, you have paper dolls. You suggest various ideas for stiffening the backs of these, such as mounting them on tempered steel and cutting them out with a blow torch. Now, this is my problem: If I paste them on a sheet of uranium (U-235), what should I cut them out with? Hurry with your answer. The paper dolls pasted on the uranium are lying around my house giving off deadly radiations.

Murray Loew
Baltimore, Md.

SIDEWAYS

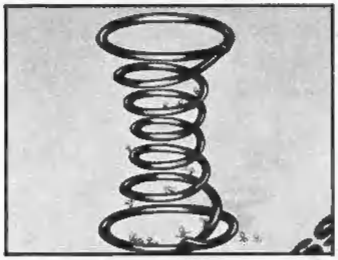
Hee, hee! Now we'll see how you like turning this letter sideways. It's not so much fun, is it? Well, that's how I feel when I have to turn your magazine sideways to read it . . . so how about stopping it?

Roger B. Johnson
Los Angeles, Cal.

SPRING COVER

I really sprung a spring when I saw the cover of your Spring Issue. Whoever drew that spring must have been standing on his head. He drew the spring upside down. So I have delegated myself to show you the right way to draw a spring. I'll be in N. Y. when I'm sprung out of jail next Spring.

Frank Veles
Chicago, Ill.



Upside Down Spring?

ADS

I have just finished reading your Spring Issue. What do I find but a whole page of degrading ads. To make it worse, they are real ads! You have shaken this young lad's faith in the ridiculous. I now have a warped sense of realization.

John R. Nellis
Syracuse, N. Y.

After sending for a Davy Crockett Gatling Gun, do you think I'd be dumb enough to send for a glob of Silly Putty?

Jim McConnell
Silver Springs, Md.

APOLOGY

The four picture strip of Galahad trying the Mambo (Collegiate Whimsey, MAD No. 28) was pretty funny. What's funnier is that you . . . attributed it to . . . Florida State's *Smoke Signals*. Galahad was a regular *Chaparral* feature as long as Bill Davis (The artist . . . you didn't credit him either) was in school at Stanford. Here's your big chance to be nice.

Ron Freund
Chaparral
Stanford University
Stanford, Calif.

Galahad

BIRDS OF A FEATHER

What sterling literature your staff produces. Our chief desire is to match the flawless and interesting manner in which you present your material. And what important messages! We've found everything about MAD to be really and truly. We here at the Woodville News have strived for a long time to come up to your standards. And we seem to be succeeding! You'd be surprised how many people are now speaking of the Woodville News and MAD in the same breath.

Don P. Evans
Woodville News
Woodville, Ohio

MISSILES

I was reading MAD behind my history book, when my sneaky history teacher found it and took it away. Later, I saw him reading it himself while munching his Hershey bar. He was reading the I.C.B.M. story. It got him so worried and nervous, he started chomping his fingers too.

Dianne Haber
Mt. Vernon, N. Y.

Worrisome Guided Missiles

I can't seem to be able to finish MAD No. 28 because I'm laughing too hard on your Super Guided Missile article. What's the rest of the book about?

Chester Swedge
Concord, Calif.

AHEM . . .

Your hilarious magazine is on its way to becoming one of the greatest satire publications in the history of this country. I expect you characters to give England's "Punch" a good run for their money in the next few years. We need a magazine like yours in a nation withering from conformity.

James D. Layland
Emsworth, Pa.

Please address all correspondence to: MAD, Room 706, Dept. 29, 225 Lafayette Street, New York 12, N. Y.

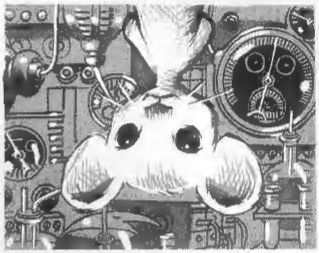
UNSUNG HEROES DEPT.

It isn't every day that somebody goes up in an Aerobee rocket. Bet nobody on your block ever went up in an Aerobee rocket. We asked Caesar, the elevator operator in the* MAD *Building, who goes up plenty, and even he never went up in an Aerobee rocket. So when somebody goes up in an Aerobee rocket, we figure he's pretty much a hero. We figure he pretty much deserves our country's thanks. But when we looked into it, by George, we were pretty much shocked. Seems nobody bothered to give our country's thanks to . . .

FREE FALL FERRIS

PROPOSED STATUE honoring F. F. Ferris, to be erected at site of momentous ascent. Aspirin bottle pedestal symbolizes sacrifice Ferris made for country. As a result of heroic act, Ferris now suffers from headaches . . .

UNSUNG HERO Ferris before induction into Air Force. A healthy, active specimen of young American Rodenthood.

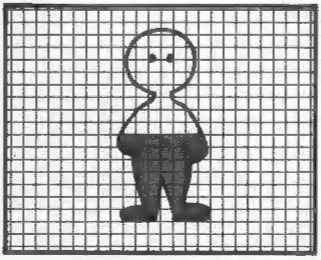


UNSUNG HERO Ferris upon discharge from Air Force . . . a complete physical wreck. See A.F. medical report (below)

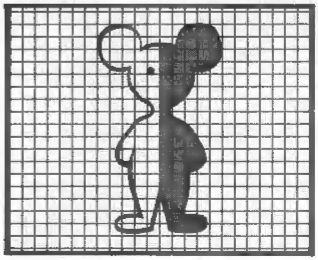
OFFICIAL MEDICAL RELEASE
Halloman Air Force Base
Alamogordo, New Mexico
Reference: FERRIS, F.F. (M-098-897-876)
Attached to Air Research and Development
Command, U.S.A.F. Project 3456789-a
Recommendation: IMMEDIATE DISCHARGE
Findings of Medical Board:
Subject, involved in recent flight 200,000 feet into upper stratosphere, was recovered alive and in apparent good health. However, because of rigors of flight, symptoms soon developed, including marked hematoma of semi-circular canal of middle-ear apparatus, disturbing subject's equilibrium; frequent migraine headaches; recurring nosebleeds; ingrown toenail.
PROGNOSIS: poor. Advisable subject be given immediate medical discharge, mainly because this rodent is sick.
Appropriate steps should be taken to separate subject,

(ABOVE) Copy of top secret official Air Force medical report lists terrible results of F. F. Ferris' thankless flight in experimental Aerobee rocket.

(BELOW) Chart clearly shows how rocket take-off acceleration exerts tremendous force of 15Gs which in turn causes blood to settle in body extremities.



EXPECTED NORMAL REACTION



UNEXPECTED FERRIS REACTION

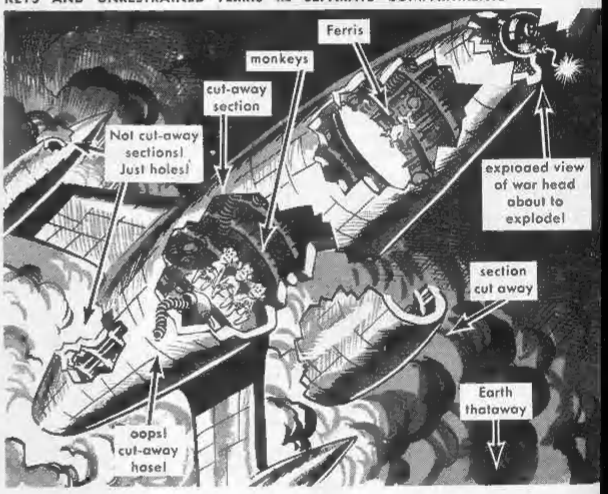
IT WASN'T THAT F. F. Ferris minded so much being inducted into the Air Force. It was just that he'd had his little heart set on the Navy, his forebears all being loyal Navy men. Documentary evidence indicates that not one of Ferris' navy ancestors ever left a sinking ship. Ferris' great-grandfather, for example, is still aboard the ironclad *Monitor*. Since *Monitor* sank in 1863, Grandpa stays put. Ferris, speedily inducted, received his instructions immediately upon arriving at the Air Force Research and Development Command. He was to make the ascent that very same day, without benefit of pre-flight schooling, without benefit of Link-trainer instruction, and without benefit of a visit to the P.X. Two monkeys would accompany him on historic stratospheric flight. But at the last moment, the monkeys chickened out and had to be anaesthetized.

PICTURES BY WALLACE WOOD

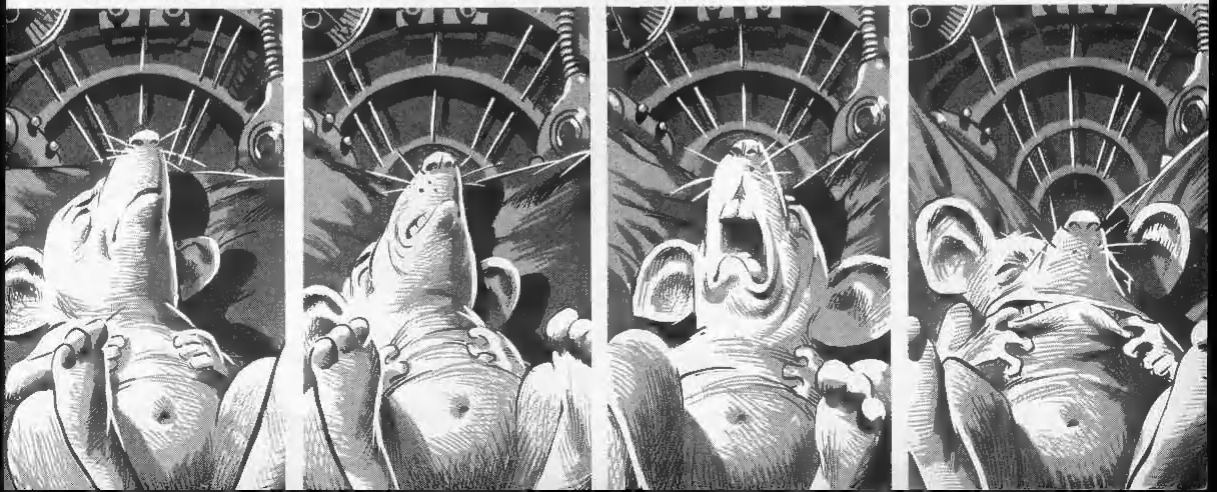
FERRIS IS SNAPPED UP BY AIR FORCE FOR DANGEROUS MISSION

FERRIS' RELATIVES ALL ATTEND HISTORIC AEROBEE LAUNCHING

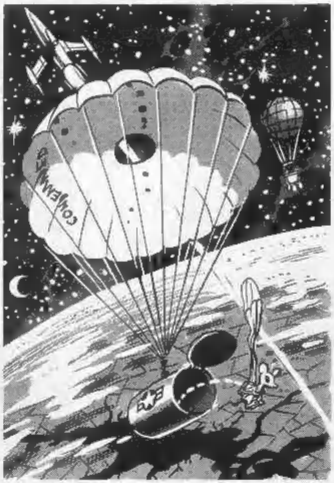
CUT-AWAY VIEW OF AEROBEE CLEARLY SHOWS RESTRAINED MONKEYS AND UNRESTRAINED FERRIS IN SEPARATE COMPARTMENTS



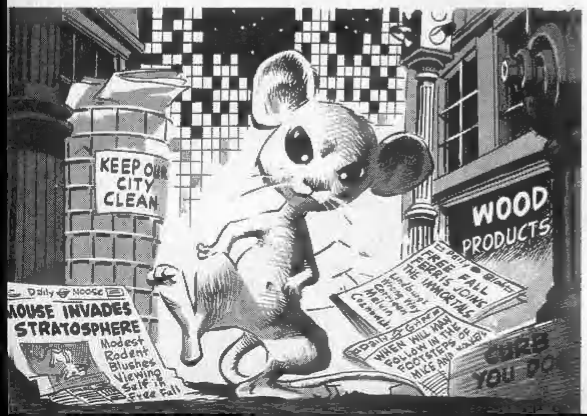
DURING INITIAL ACCELERATION AT TAKE-OFF OF AEROBEE ROCKET, FERRIS IS SUBJECTED TO GRAVITY FORCE FIFTEEN TIMES HIS OWN WEIGHT. PICTURES BELOW SHOW CONTORTED EXPRESSIONS ON FERRIS' FACE AS HE ANTICIPATES FORCE WHILE WAITING FOR TAKE-OFF.



FILM STRIP (enlarged above) was made just as Aerobee rocket attained maximum height of trajectory. In first frame (left), F. F. Ferris is submitted to a state of weightlessness, or zero gravity, in second frame (center), he floats free within his compartment, unable to control his movements normally, having lost sense of direction, orientation. In third frame (right), zero gravity has Ferris falling up. Fourth frame, (not shown) has Ferris throwing up . . .



At mathematically calculated zenith of flight, trigger mechanism releases compartment containing Ferris and valuable instruments used to record psychological and physiological reactions of subjects. Those scientists, they think of everything. Those scientists, they got dandy slide-rules. Those scientists! Boy! They forgot about ditching the monkeys!



This, then, is our plea for recognition of Free Fall Ferris and his valiant, patriotic sacrifice for his country, above and beyond the call of duty. Fifty miles above and beyond! The President might have cited Ferris personally but the Mouse-Trap Trust had too strong a Washington lobby.

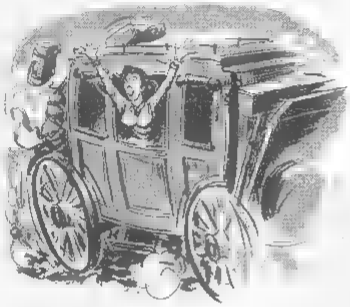
So if you see F. F. Ferris staggering and weaving down your street, please be kind. He is not drunk, just plain stratosphere-happy. Remember, when you see him, that he is an unsung hero. Remember to write your congressman, requesting a monthly 100% total disability check for this red-blooded rodent whose services helped make the Air Force space-wise. Remember to say that you read it in MAD. Then remember to get out of town! **END**

Where are they hiding the Trylon and Perisphere?

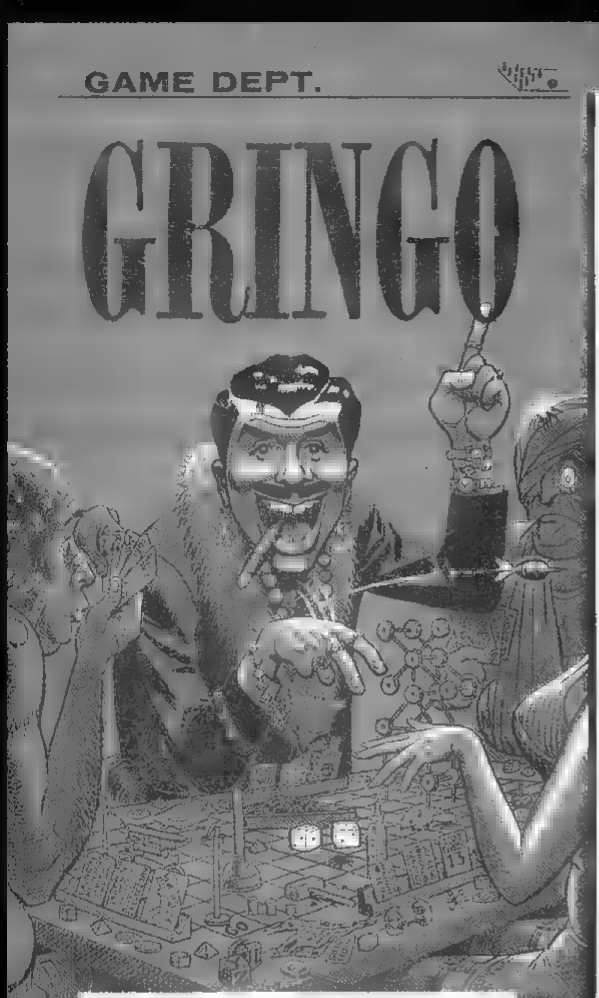
HOLLYWOOD DEPT. PART I

SCENES WE'D LIKE TO SEE

The Runaway Stagecoach



GRINGO



Mr. Ernie Kovacs, foremost GRINGO player is shown in the process of shouting "Gringo!" three times, as his "roundee" lands in the "High Roller Bonus" square.

GRINGO, which Mr. Kovacs himself introduced to the Western Hemisphere, promises to be the hottest parlor game since Monopoly, Scrabble and Lotto.

On our right is the directions sheet extracted from a set of GRINGO. A careful reading will give you a clear idea of what the game is all about . . . and what will be plainer still is if you had one grunch but the egg-plant over there.

PICTURES BY WILL ELDER

DIRECTIONS

©ERNIE KOVACS

IN EACH BOX

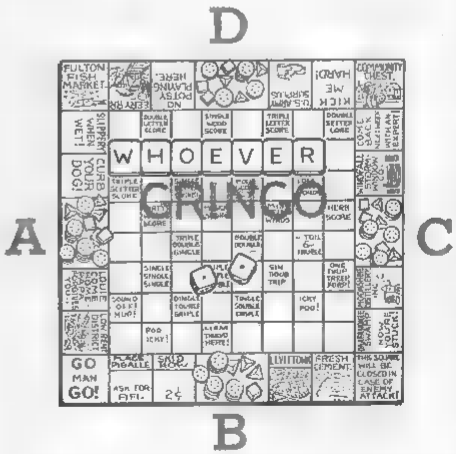
27 Small red squares which are called **Enchiladoes**
13 Blue, plastic triangles called **Blue, plastic triangles**
17 Perforated disks, called **"Roundees"**
113 Yellow darts
113 Green darts
113 White darts
2 Orange darts
1 Deck of playing cards with pictures of former mayors of Hong Kong from the **Ming Dynasty** to the present era
1 Large **GRINGO** board with automatic lazy susan

HOW TO PLAY

Any number of players may play **GRINGO** . . . two, three, four, seven, eleven, thirteen, one hundred and forty-four . . . whole towns have been known to play.

TO START THE GAME

The player who rolls the **highest number** on the eleven pairs of dice goes **First**, he rolls the same dice (with the exception of the one pair



1 Player **A** puts roundees, triangles, and enchiladoes on board. Dice roll is 2 points, **A** loses turn.

FOR PLAYING GRINGO

marked **High Roller First.** As this pair is only included in determining who **is first.**) After totalling his score on PENCIL and PAPER, he takes an **Enchilado** and moves it the corresponding number of squares on the **Gringo** board. He then rolls again, this time the pair of dice marked **High Roller First** may be included if his **Enchilado** landed on the square marked HIGH ROLLER BONUS.

ROUNDEE MOVE

On this roll he moves his BLUE, plastic triangle according to his total and moves a **Roundee** (The Perforated Tile Disk) two and a half times one quarter the distance the total of the distance of the **Enchilado** and the **Blue, Plastic Triangle,** unless the player on his RIGHT throws a Green dart in the air, shouting **GRINGO** three times, in which case player number one must move the **Enchilado** and the **Roundee** four times the cube root of the sum he throws, this is a special throw, on the dice marked HIGH ROLLER FIRST.

THIRD GRINGO RULE

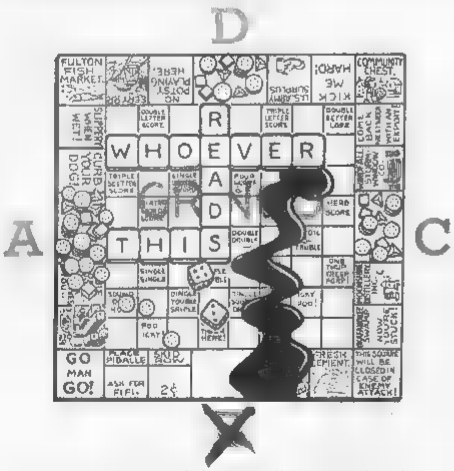
He then moves his Roundee correspondingly, unless the Green dart thrown by the player to his RIGHT landed before the third **GRINGO.** If the Green dart landed on the SECOND **GRINGO,** player number one moves his **Roundee** ONE QUARTER way round the board PROVIDED the player to his LEFT does not call out the name of one of the **Hong Kong Mayors** as he throws a YELLOW dart into the air on the first **GRINGO** shouted by the player to the RIGHT of the first player.

FREE THROW

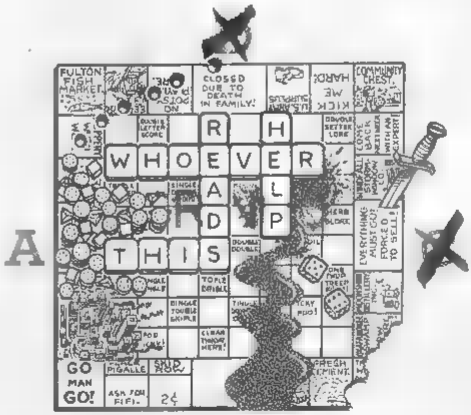
This is standard procedure on first roll with ONE EXCEPTION: if the name of the **Hong Kong Mayor** called out by the player to the LEFT with the yellow dart starts with the letter "B," then, all must **roll again** and move their **Roundees** BACK **two spaces,** unless of course, their Blue, plastic markers are on a square marked **Omit Hong Kong Mayor "B" penalty,** in which case, the player whose Blue, plastic marker is on this **Omit Hong Kong Mayor "B" penalty square** gets a **free throw** with a white dart, eliminating ANY player from the game he happens to hit.

EXAMPLES OF GRINGO MOVES

Players represented by A, B, C, D.



2 Meanwhile, **B** pulls out with **A**'s roundees, triangles and enchilados and is thus eliminated by **A.**



3 **C** and **D** roll straight sevens winning all of **A**'s roundees, etc. However, **A** eliminates **C** and **D.**

New Designs in TELEVISION SETS

IMPROVED TUNING CONTROLS MAKE WATCHING T.V. LESS WORK

Yes, indeed . . . if you are one of those television watchers who are continually bothered by the leaping around you have to do to adjust and control your set, there's good news ahead! Today's latest T.V. designs cut all the strenuous work you have to do to watch television, radically. Forinstance, there's no more bending to get at controls with easy to reach top touch tuning.

Too bad for little people.

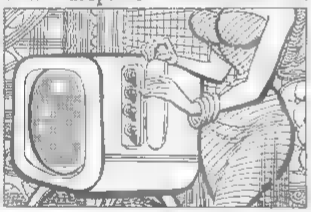
Then there's remote control where you won't even have to leave your seat. Now you can lay like paralyzed all evening. Now you can *die* and no one will know.

Here then, are details of what we're talking about.

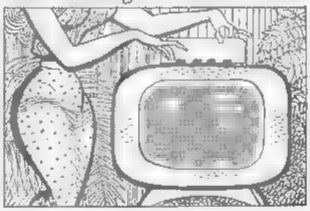
PICTURES BY JACK DAVIS

T.V. sets come with controls in a variety of locations

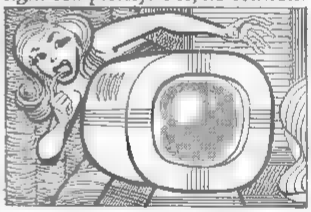
CONTROLS PARTLY HIDDEN on side. Panel drops to conceal controls.



CONTROLS PARTLY HIDDEN on top sink out of sight when not in use.

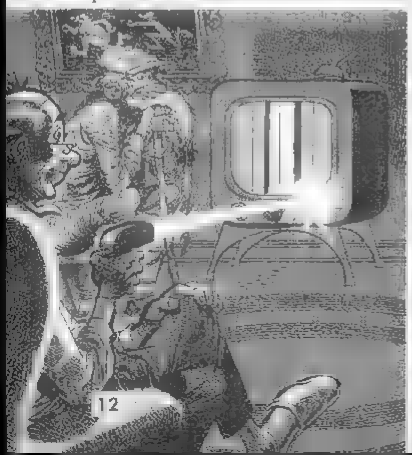


COMPLETELY HID CONTROLS out of sight completely. Yes, no controls.

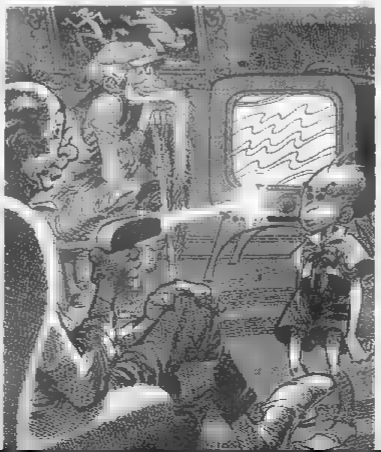


Most exciting device of all is a novel remote control

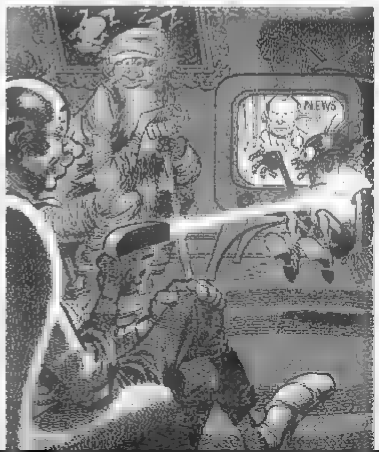
THE MOST NOVEL device by far is an electric eye 'gun' which switches your picture on when fired at the set.

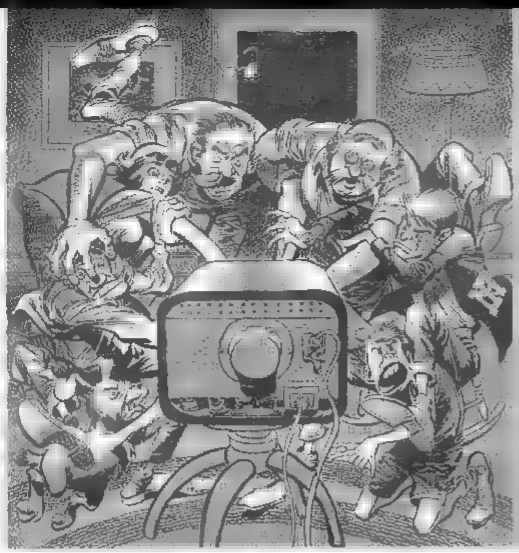


THE ELECTRIC EYE 'GUN' can be used also for changing and regulating channels, when aimed and fired at set . . .



THE ELECTRIC EYE 'GUN' banishes annoying problem of inconsiderate station switching when fired at junior.





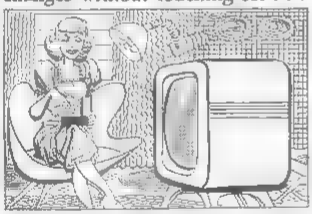
OLD FASHIONED CONTROLS, because they are within reach of all members of the family, often create annoying problem of fights for controls in front of television set.

NEW FASHIONED CONTROLS cleverly solve problem of fights for controls in front of the television set. With remote controls now everybody fights in the next room.

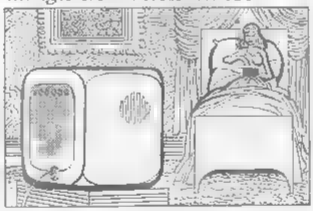
What ever happened to Roy Cohn?

...on top, on side, on bottom, inside bureau drawer

REMOTE CONTROLS allow station changes without touching set . . .



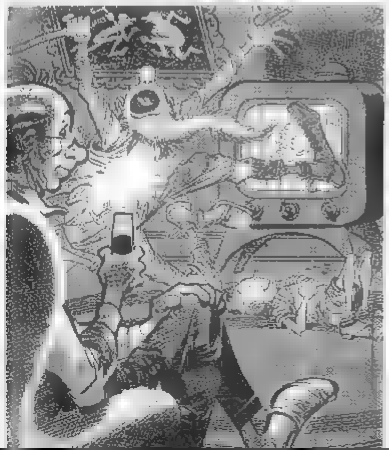
REMOTE CONTROLS allow station changes from across the room . . .



VERY REMOTE CONTROLS allow you to change neighbor's stations . . .

'gun' that tunes in set by shooting out a beam of light

THE ELECTRIC EYE 'GUN' can be swung and brought to bear freely to handle opposition when fired at gramp.



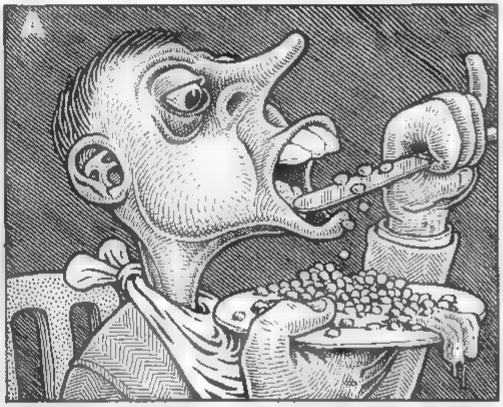
TRUE, THAT A POOR UNSTEADY AIM and poor marksmanship can pose a problem in turning off your T.V. set.

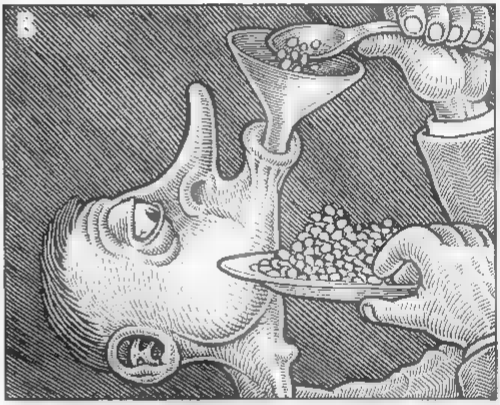
HOWEVER, THIS PROBLEM is swiftly remedied as electric eye 'gun' shuts off *everything* when fired at self.

This next informative article is directed primarily at clods who got no table manners... which means practically everyone will be interested in this informative article, mainly because practically everyone who reads MAD is obviously a clod. To teach you correct table manners, we have called upon an ex-clod (he's no longer a clod since Life magazine accepted his work), Basil Wolverton. Here's your chance, then to learn table manners by attempting ■ answer the following...

Dining Etiquette QUIZ

QUESTION: WHICH IS THE ACCEPTABLE MANNER OF EATING PEAS, (A) OR (B)?





ANSWER: (A) BY ALL MEANS. JUST BE SURE KNIFE IS MAGNETIZED AND PEAS ARE COOKED ■ IRON FILINGS. FORMERLY USED FUNNEL METHOD BECAME SOCIALLY TABOO AFTER THE DAY ALFRED E. NEUMAN SWALLOWED ONE.

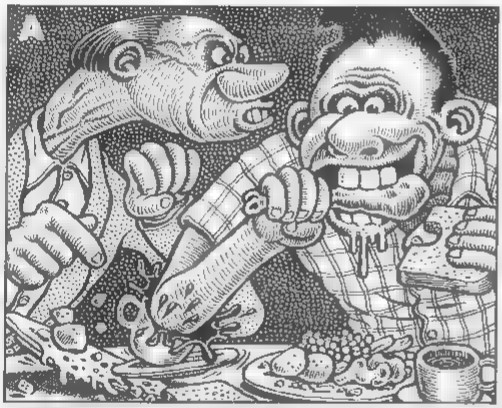
QUESTION: WHICH IS THE PROPER MANNER FOR DISPOSING OF SCRAPS, (A) OR (B)?

ANSWER: SCRAPS THROWN ON FLOOR CAN CAUSE WAITER TO SLIP WHILE BRINGING DESSERT. PROPER MANNER, SHOWN ■ (B) IS TO SHOVE SCRAPS INSIDE SHIRT. YOU MAY GET A GREASY ABDOMEN BUT YOU'LL SAVE ON NEXT MEAL.

QUESTION: WHAT SHOULD ■ DONE WITH YOUR LONG BEARD WHILE EATING?

ANSWER: NEVER BE INCONSIDERATE LIKE BEWHISKERED CLOD SHOWN IN (B). PROPER PLACE FOR BEARD IS IN OWN PLATE. ALSO, YOU MAY BE ABLE TO CON AN EXTRA SERVING BY COMPLAINING OF A HAIR IN YOUR FOOD.

QUESTION: IF YOU MUST, WHICH IS THE PROPER WAY TO LEAN ON ONE'S ELBOW AT TABLE?

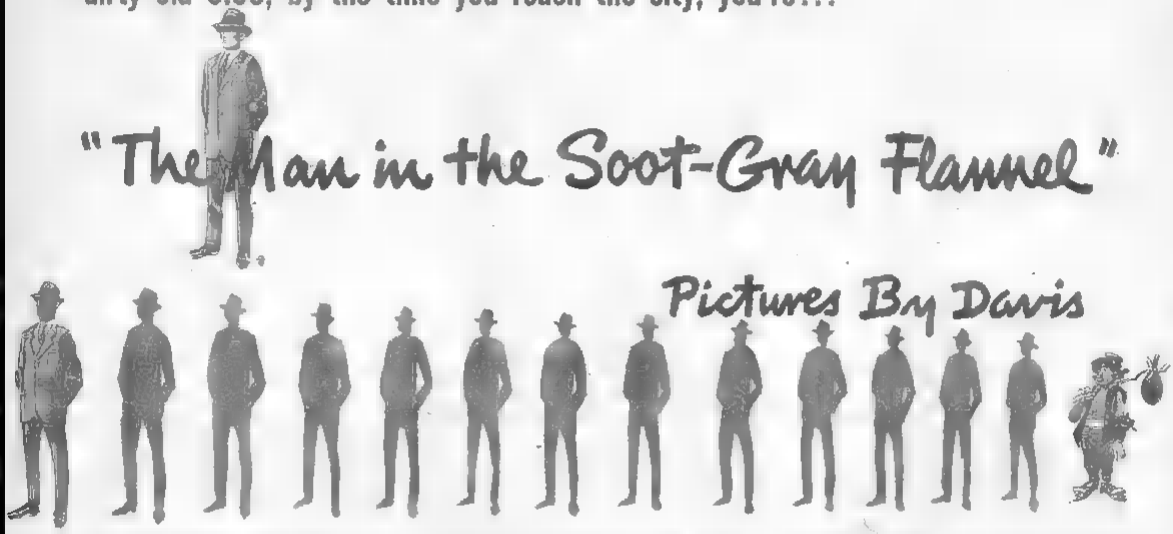


ANSWER: THOUGH MAYONNAISE-DRENCHED LEAFY SALAD IS SOOTHING AND COOLING, SCALDING HOT COFFEE WILL GET ELBOW CLEANER. THEREFORE, IF YOU MUST LEAN ELBOW ON TABLE WHILE EATING, (A) IS PREFERABLE.

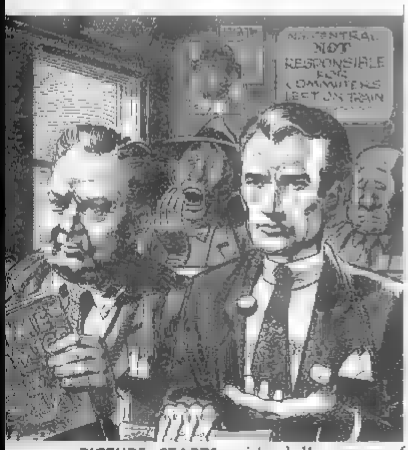
QUESTION: WHICH IS THE DESIRABLE METHOD OF OBTAINING FOOD WITHOUT ASKING FOR IT?

ANSWER: IF YOU DESIRE A PARTICULAR DISH, PULLING IT TO YOU WITH TABLECLOTH AS IN (B) IS EASIER AND MORE DESIRABLE. REACHING FOR GRUNCH WHEN EGGPLANT ■ OVER THERE MAY RESULT IN YOUR STRAINING TENDON.

And now, MAD reviews the picture that's all about the problems of men who wear flannel suits and commute to the city every morning by train. If you wear a flannel suit and commute to the city every morning by train, you know all about these problems. You know all about how before you catch that dirty old 8:36 every morning, you're the man in the clean white flannel . . . but, after an hour on that dirty old 8:36, by the time you reach the city, you're . . .



OPENING CREDIT (title of picture) appears on Cinemascope screen superimposed over familiar figure of the man in the soot-gray flannel. Then, as each credit follows, another familiar figure of a man in a soot-gray flannel is added. Final credit (above) shows fourteen familiar figures of men in soot-gray flannels lined up. Line-up of men in soot-gray flannels symbolizes familiar problem of suburban commuter. Dirty old 8:36 is late again.

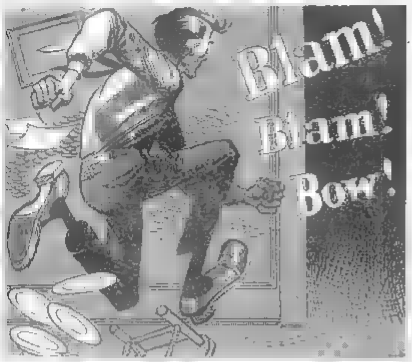


PICTURE STARTS with dull scenes of typical everyday suburban life. Tim Wrath (played by Greg Peckory) chats idly with fellow commuter, (played by Gene Lockjaw) on way home to Westport. Right away, picture looks boring.

WRATH'S WIFE (played by Joan Jennifer) accurately portrays typical suburban wife by waiting at station in family car, by driving tired husband home, and mainly by nagging and complaining to him. By now, you're getting sleepy . . .

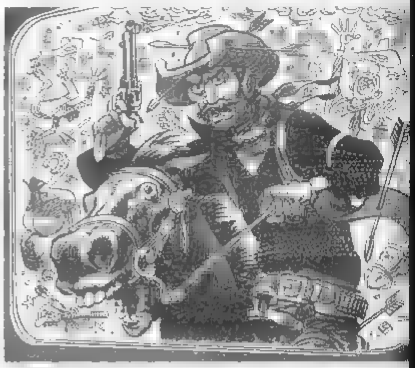
WRATH'S ARRIVAL at home is marred by usual bad news. Washing machine is broken, daughter is sick, son is running away, and inheritance is gone. By now, audience is almost gone. Who can take this depressing *slice-of-life* type stuff?

WHAT SEEMS LIKE OTHERWISE BORING PICTURE IS SUDDENLY SAVED BY CLEVER GIMMICKS



SUDDEN startling sound of gunfire interrups ordinary dull scene in Wrath kitchen and brings movie-goer to edge of seat as Tim dashes hurriedly into living-room to see what's happening...

WRATH'S concern is not for what's happening to children in living room, but for what's happening on family TV set in living room where an exciting Western drama is going at full blast...



EXCITING Western drama is actually gimmick to break monotony and insert a little action. As clever producers well know the public can't take too much *slice-of-life* stuff without a little action.

SUDDEN dramatic music interrupts ordinary dull scene on train and brings movie-goer to edge of seat as Tim shows shocked expression at seeing fur collar on heavy coat worn by fellow commuter.

WRATH is shocked at sight of fur collar on heavy coat worn by fellow commuter mainly because here it is July and everyone else on train is sweating it out in their soot-gray Summer flannels.

OUT-OF-PLACE heavy coat is actually gimmick to introduce flashback of time Wrath slit German soldier's throat for similar coat. By George, this gory scene makes up for those ordinary dull ones.

SUDDEN SOUND of plane interrupting ordinary dull job-try-out scene is actually gimmick to introduce another flashback, of big Pacific island invasion with aircraft dropping paratroopers, battleships firing broadsides, bombs blowing up and plenty stereophonic noise, which is all a calculated trick so's you couldn't fall asleep even if you wanted to.

BIG WAR flashback shows Wrath tossing fragmentation hand grenades at enemy soldiers. Unfortunately, his aim is bad and he blows up his best friend.

REST OF SCENE shows Tim carrying his best friend all over island, from medic station to medic station stubbornly insisting he's not dead...he's not dead...

. . . **EVEN THOUGH** he's all bloody and smashed up and *rigor mortis* has set in. By George, come ■ think of it, this picture gets pretty exciting after all!

IN FACT, with flashback of Wrath's down-to-earth wartime romance with Italian girl, Rosa (played by Maria Parmesan), picture gets plenty stimulating. Like forinstance they lay on ground, talk about *Spam*, which stimulates your appetite.

STIMULATING LOVE SCENES REFLECT "DOWN-TO-EARTH" APPROACH

PICTURE ENDS on 'down-to-earth' note with another stimulating love scene as Wrath tells wife of wartime affair in Rome, and she runs sobbing from the house. Wrath brings her down to earth with ■ well-placed 'Ivy-League' tackle.

All kidding aside now, the following 100-year-old drawings were made in Germany (West Germany to be sure) and translated by our German correspondent for our own collection of

RARE OLD CARTOONS

Our correspondent writes:

Wilhelm Busch, der feller vhat drew dem pictures ve is printing here, vas drawing also "Max und Moritz," vhich vas made over here into der "Hans und Fritz," der Katzenjammer Kids. Zo you zee, ve ain't der only bummers vhat is snitchin' der material from dis here Wilhelm Busch.

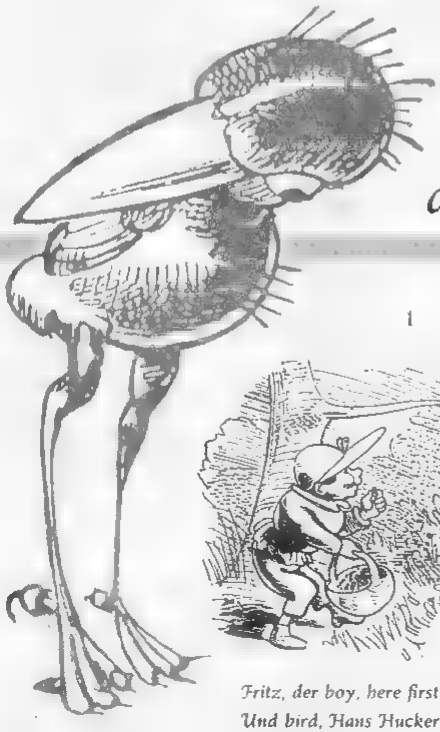
Max und Moritz

Wilhelm Busch

Der story is der type for der younger children, und is teaching der children to be gut und nize und eferyting like das.

Read it to der children.

Better . . . let dem read it to you.

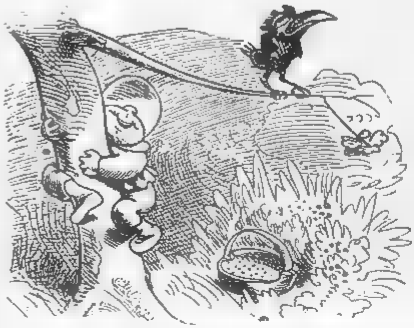


Hans Huckerbein
der young hard-luck Raven

1

Fritz, der boy, here first you see,
Und bird, Hans Huckerbein, in tree.

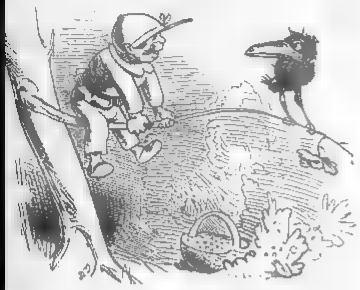
2



Und Fritz, like any boy behavin',
Deciden gotten haven Raven.

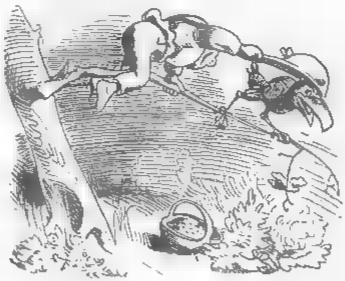
Continued on der next page

3



Und tinks das bird vhat's to be gotten,
"In Denmark sumting sure iss rotten."

4

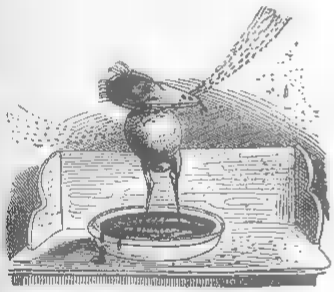


Shlapp! Der Fritz makes mit der cap,
Sure-fire blitzkrieg Raven-trap!

5

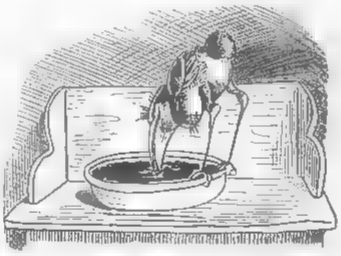
"Und now you Raven gotten are.
Von't Auntie tink I'm vunderbar."

9



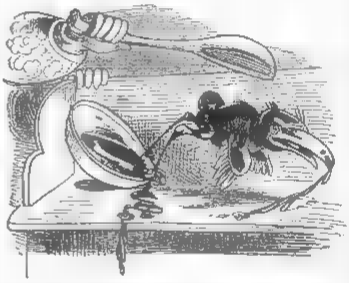
Iss vun ting luffed by Auntie Lotte.
Blackberry Heidelbeerkompotte.

10



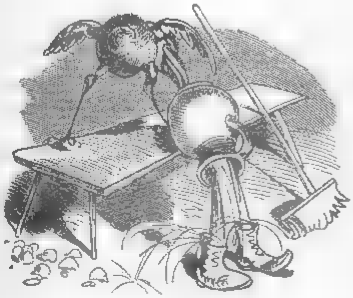
But from das Raven's nose und foot,
Der luffly kompotte ist kaput.

11



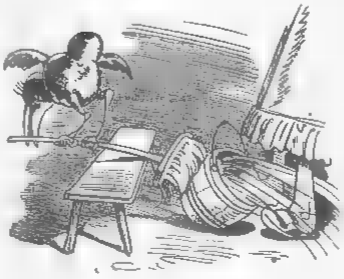
Der Auntie comes mit yells und bitten.
Iss Huckerbein der dish ge-quitten.

15



You know der beer was in der pot?
Now der shoes der beer has got.

16



You know der pail was full mitt slop?
Iss pushed on Auntie mit der mop.

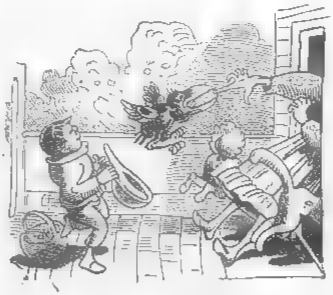
17

Und now, for all dem tings he's kicken,
Dot bird he's going to get a shticken.

6

From oudt der door shpeaks Auntie Lotten,
"My, zuch a luffly bird you gotten."

7

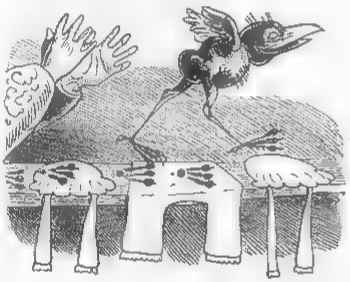


Und efen vhile der Aunt recites,
Ker-Schnapp! Der bird der finger bites.

8

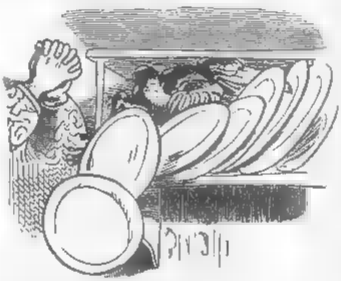
"Ach", shpeaks der Aunt, "Dass isst not gut,
Him hurting me der finger should."

12



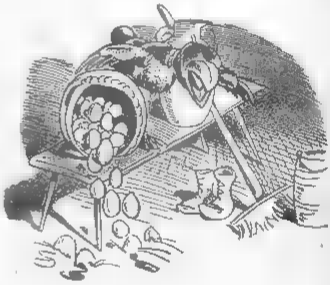
Und vhere he makes der footprints best
Iss on der laundry, fresh ge-pressed.

13



Up der sideboard full mit plate'n.
Plate'n . . . bird anhiallate'n.

14

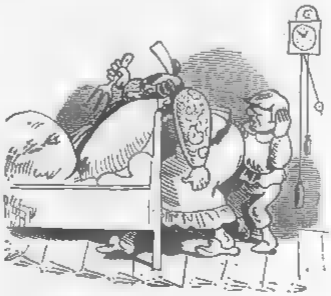


Kicks egg basket mit der leg.
Issn't vun unshcrambled egg.

18

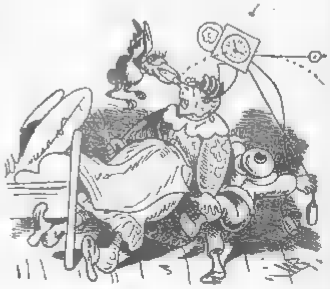
But shticken nefer bird permits.
Der Auntie's fork iss shticken Fritz.

19



Next, Raven iss in bed ge-flapped.
Iss thinken Huckerbein iss trapped.

20



Ker-shnapp! From oudt der trap he goes,
Und shnipples off der Auntie's nose.

Continued on der next page

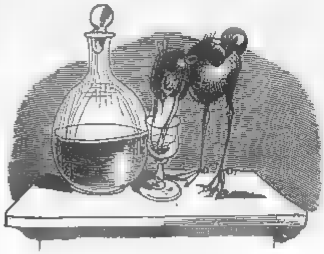
21

But now he's heading for der fall.
Das liquid iss mit alcohol.

22

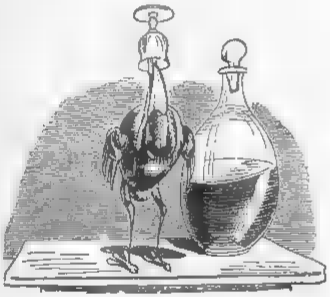
Der head goes up. Der drink goes down.
Der troubles shtart to aus-ge-drown.

23



Und zelf-respect mit virtue sink.
Der beak shticks down annuder drink

24

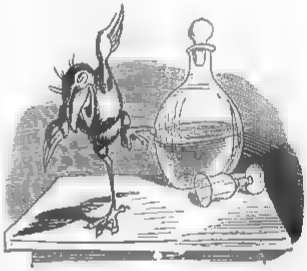


Turns up der bottom to der top.
Guten to der lasten drop.

25

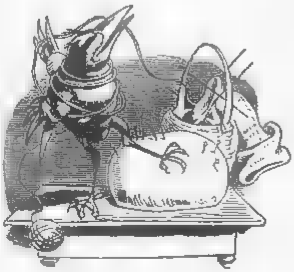
Oh vunderbar! Such choy un bliss!
Der vorld der Raven's oyster iss.

26



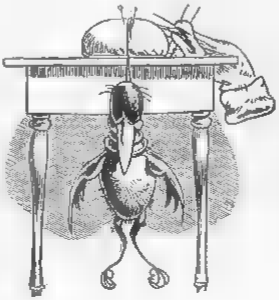
First he's crowing, den he's putten
Up vun ving und down vun footen.

27



Und der bummer tangles mit-en
Yarn from Auntie Lotte's knitten.

28



Der neck iss caught in end uf line,
Der end uf line for Huckerbein.

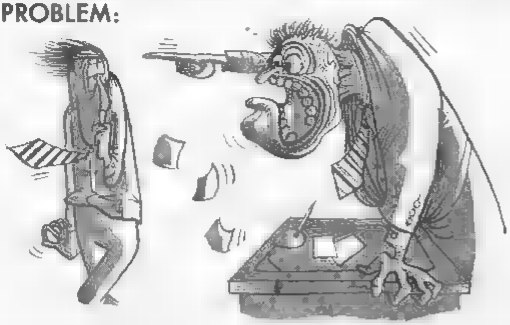
29

"Der badness iss ge-boomeranged,
Un das ist why he's aus-ge-hanged."

ADVICE DEPT. PART I

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:



Two weeks ago, I was laid off my job . . .

I came home to find my wife in the arms of another man . . .

As I stumbled from the house, I saw my children being carried away by some fiend . . .

On the way to summon the police, I was beaten and robbed . . .

I am cold, hungry and thoroughly depressed. I sometimes say to myself, "If I knew how to tie a hangman's knot, I would end it all!" What should I do?—Anxious

SOLUTION:

PICTURES BY DON MARTIN

Simple! A hangman's knot is tied thusly: right over left, left around right, through and under. ¾ hemp is suggested. Good luck!

POISON IVY DEPT.
CAMP CARE FREE
TRACK 1
TRACK 3
CAMP POT-RA-ZEE-BEE
CAMP HOOR-HOLLA

EVERY SUMMER VACATION, MILLIONS OF AMERICAN KIDS JUMP AT THE CHANCE TO DEVELOP SELF-RELIANCE, COMMUNE WITH NATURE, GROW STRONG AND HEALTHY, LEARN TO SOCIALIZE, AND WRESTLE WITH THE PROBLEMS OF GROWING UP. BUT MAINLY, THEY JUMP AT THE CHANCE TO GET AWAY FROM THEIR NAGGING PARENTS FOR TWO WHOLE MONTHS . . . BY ESCAPING TO . . .

CAMP

IN LATE JUNE, CAMP POT-RA-ZEE-BEE stands freshly painted and repaired, newly equipped, trim and neat . . . awaiting arrival of swarm of eager summer campers. Goodness, another sunstroke season is almost here!

TYPICAL GOING-AWAY SCENE

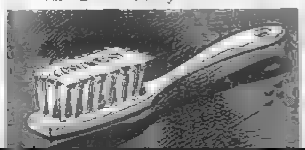
at railroad station on first day of camp season with parents crying and carrying on as they tearfully give last minute instructions like "Don't forget to change your socks!"; "Don't forget to wash behind your ears!"; "Don't forget to eat!" and "Don't forget to come home!" Note touching concern over parent's anguish the kids display by completely ignoring them in order to greet old friends, compare equipment, blaze trails, build fires, and generally turn station into a shambles. Yessireeboy, the fun has started already!

PRIOR TO SEASON parents of camp-goer rush around buying required clothing and equipment. Then comes big job of sewing on name-tapes. Everybody in family is put to work sewing on name-tapes. Mama, Papa, Sister . . . even dog, Irving, sews on name-tapes. Couple in formal dress (right, rear) are strangers who only stopped by to ask directions. By George, nobody gets away!

SEWING ON NAME-TAPES IS MAIN PART OF CAMP SEASON'S PREPARATION

Everything gets a name-tape (see below)

Name-tape neatly sewn on Melvin Cowznofsky's tooth-brush.



Name-tape neatly sewn on Melvin Cowznofsky's tooth-paste.

Name-tape neatly sewn on Melvin Cowznofsky's teeth . . .

Name-tape neatly sewn on a name-tape neatly sewn on a name-tape neatly sewn etc.

CAMP ACTIVITIES BUILD SOUND MINDS AND HEALTHY BODIES

NATURE STUDY

CAMPER COWZNOFSKY joins outdoors study group using powerful field glasses ■ learn vital facts of Nature by observing migratory birds in trees overhead, odd animals in woods near by, and strange goings-on at resort hotel across lake. (Yessireeboy, there's plenty vital facts of Nature to be learned that way.)

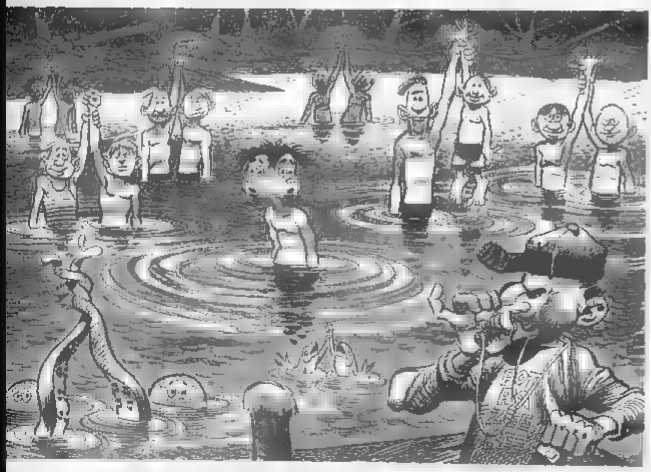
OUT-OF-DOORS LIVING

CAMPER COWZNOFSKY expresses wonderment upon awakening after spending night under stars. Wonderment is result of hearing dawn stirrings and feeling damp dew, but mainly, wonderment is result of recalling he went to sleep in bunkhouse night before. (By George, those practical jokers again!)

ARTS AND CRAFTS

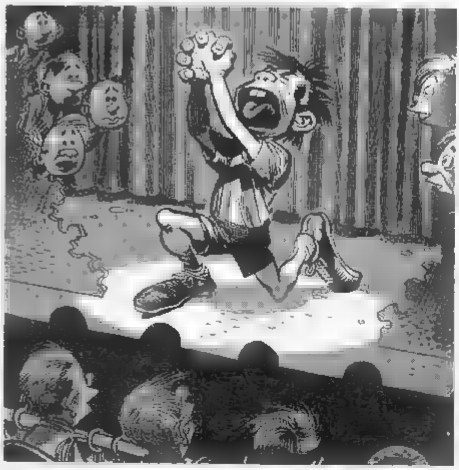
OPPORTUNITY TO DEVELOP manual dexterity is offered campers by program of arts and crafts. Here, Melvin Cowznofsky proudly displays season project: leather wallet for father, equal in quality to those selling in stores for $2.50. Actual cost of wallet to Melvin's father, figuring in Melvin's camp fee: $175.00.

WATER SPORTS



SWIMMING AND WATER SAFETY is taught POT-RA-ZEE-BEE campers by use of "buddy" system. When life-guard blows whistle and yells "buddies!", everybody must splash around and pair up with preassigned companion. (Obviously camper Cowznofsky, searching vainly for drowned "buddy", has not yet learned water safety.)

DRAMATICS



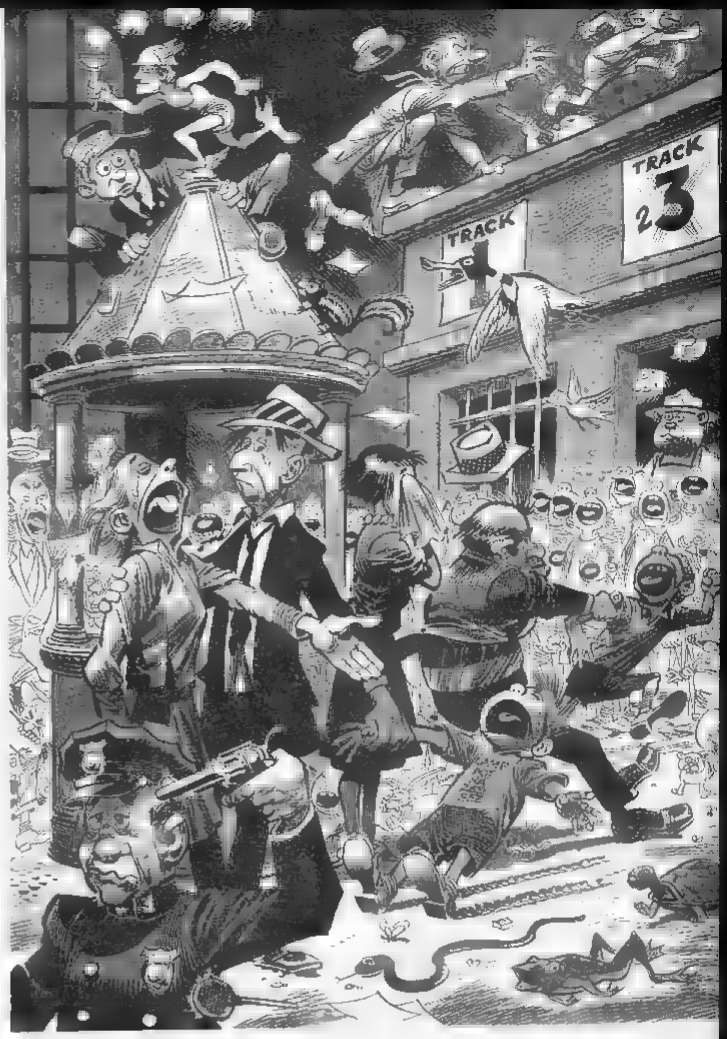
SELF-EXPRESSION is learned by campers through participation in dramatics program. Here, Melvin Cowznofsky stages hysterical emotional scene to impress fellow-campers. Hysterical emotional scene being staged mainly because they refused Melvin part in camp play.

Where can you get Tasty-Yeast?

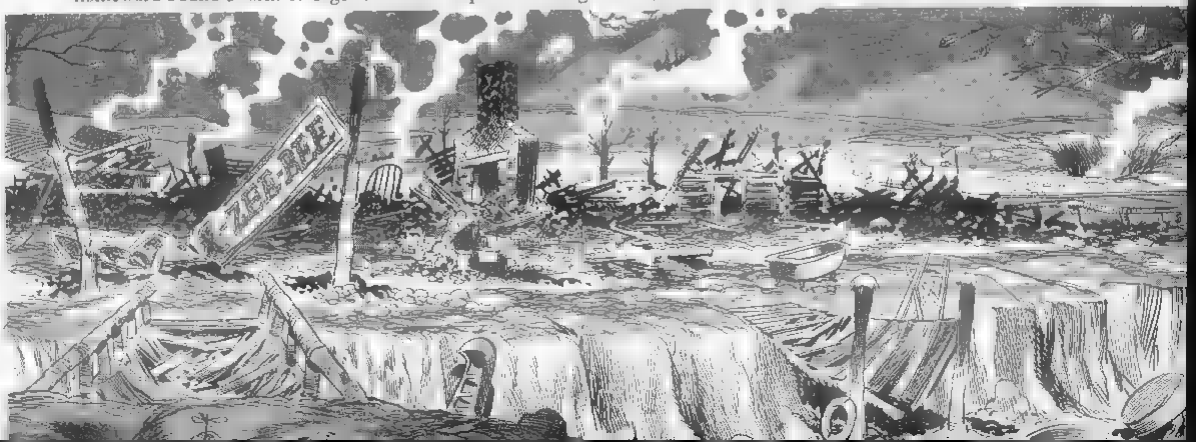
TYPICAL HOME-COMING SCENE

at railroad station on last day of camp season with parents crying and carrying on as they tearfully greet their children with such admonitions as, "Did you change your socks?"; "Did you wash behind your ears?"; "Did you eat?"; and "Did you *have* to come home?". Touching concern kids are displaying is sadness over realization that they must say goodbye to summer camping companions, sadness over realization that they must say farewell to summer joys, but mainly sadness over realization that they face long hard winter with same old nagging parents.

CAMPER COWZNOFSKY AFTER SUMMER OF SOUND MIND & HEALTHY BODY-BUILDING . . .



■ **EARLY SEPTEMBER, CAMP POT-RA-ZEE-BEE** stands paint-peeled, its equipment destroyed, a total wreck . . . deserted by homeward-bound swarm of eager summer campers. Thank goodness, another hurricane season is over! **END**



DO-IT-YOURSELF DEPT.

AND NOW MAD GOES SIDEWAYS AGAIN (ANNOYING, ISN'T IT?) WITH A CLASSY INTELLECTUAL FEATURE FOR YOU READERS WITH IMAGINATION, FOR YOU READERS WITH CREATIVE TALENT...BUT MAINLY FOR YOU READERS WITH PLENTY TIME TO WASTE . . .

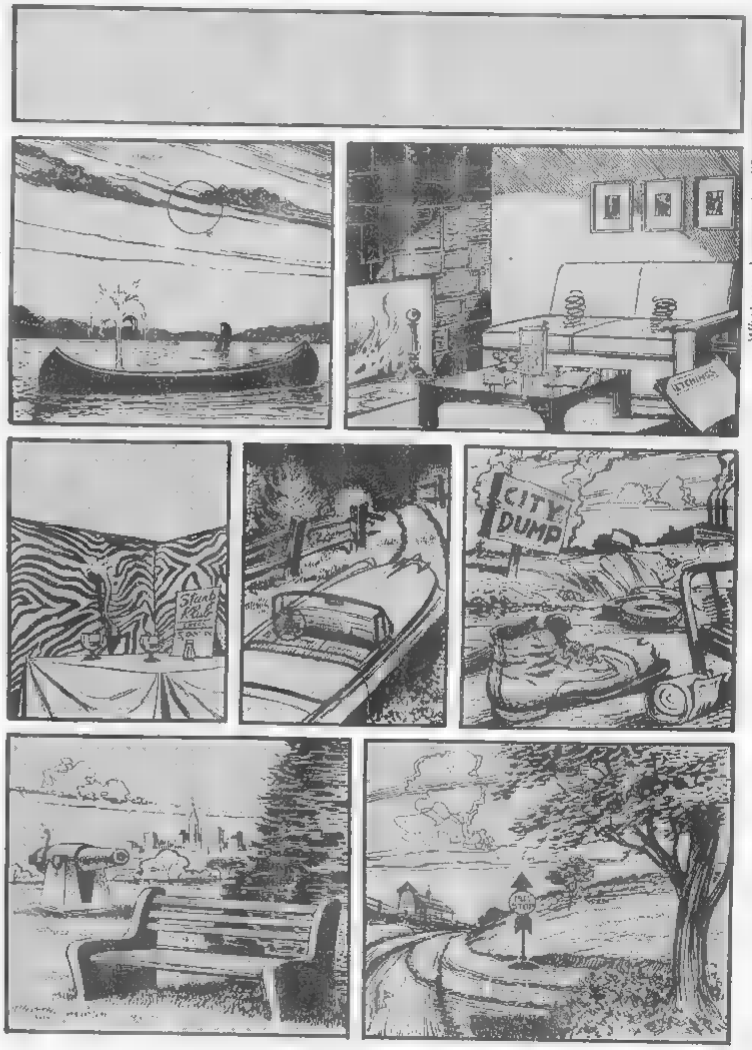
MAKE YOUR OWN LOVE-STORY COMIC

How many times have you read a comic book and said: "Yech-h-h-h! Who writes this junk?" Hah? How many times? How often have you finished a comic book story and said: "Pha-a-! I could do better!" Hah? How many times? Well here's your chance, you critical clods. Here's your chance to be a comic book editor, writer, and artist . . . all with the snip of a scissors. Here's your chance to make your very own love-story comic book. *Love-story comic book?* you say. Let's face it, that's the only kind makes *money!* So, nimble-fingered readers, just cut out your choice of the titles, captions, balloons and figures provided below and paste them down on the page of romantic type backgrounds (supplied left). When you're through you'll be stunned to find that you've accomplished an amazing feat. You'll be stunned to find that you've foolishly destroyed vital reading matter on pages preceding and following this useless article.

LOVE IS A MANY SPLENDORED FLING

MY ROCK-AND-ROLL ROMANCE

Happiness is a thing called Money



I'LL NEVER FALL IN LOVE AGAIN! NEVER! I WON'T LET MYSELF! IT'S TOO PAINFUL! OH... I BEG YOUR PARDON! HOW CLUMSY OF ME...

THIS IS ALL WRONG, DARLING! THIS IS MADNESS! HOLDING YOU LIKE THIS! KISSING YOU LIKE THIS! WHISPERING WORDS OF LOVE LIKE THIS! WHAT WILL PEOPLE SAY? WHAT WILL PEOPLE THINK? AFTER ALL... WE'RE *MARRIED!*

CAN IT BE TRUE? IS THIS THE SAME LITTLE GIRL WHOSE PIGTAILS I USED TO PULL? THE SAME LITTLE GIRL I USED TO THROW STONES AT? THE SAME LITTLE GIRL I... OUCH! WHY'D YOU SOCK ME FOR?

I'VE BEEN SUCH A FOOL... AN UTTER FOOL! I THOUGHT I COULD LIVE WITHOUT YOU. BUT I KNOW NOW THAT I WAS WRONG! I KNOW NOW THAT I NEED YOU... DESPERATELY! YOU AND YOUR MONEY!

HE... HE THINKS I'M JUST A CHILD... TOO YOUNG TO FALL IN LOVE! BUT HE'S WRONG... SO VERY WRONG! *FORTY* ISN'T SO YOUNG!

NO! IT ISN'T TRUE! DEAREST, TELL ME IT ISN'T TRUE! YOU'RE HONEST AND CLEAN AND GOOD! TELL ME... TELL ME IT ISN'T TRUE... BEFORE THEY PULL THE SWITCH!

SOB... SOB... SOB...

SOB... SOB...

SOB...

TEE-HEE...

BUT, DARLING... YOU'RE NOT TALKING SENSE! PEOPLE DON'T GET MARRIED THE FIRST DAY THEY'VE MET! WE... WE HAVE TO SPEND TIME TOGETHER... GET TO KNOW EACH OTHER! *TOMORROW* WE CAN GET MARRIED!

IT'S ALL OVER TOWN! EVERYBODY'S WHISPERING BEHIND MY BACK! THERE GOES MY NAME! THERE GOES MY REPUTATION! OOPS... THERE GOES MY PHONE...

ONE QUESTION BEFORE YOU GO! HOW'S YOUR MOM, ED?

MY DEAREST,
WRITING THIS LETTER IS THE MOST DIFFICULT THING I HAVE EVER DONE, BECAUSE YOU KNOW HOW I LOVE YOU... BECAUSE YOU KNOW HOW I NEED YOU... BUT MAINLY BECAUSE YOU KNOW HOW I'M ILLITERATE!

IT'S ALL OVER! HE BELONGS TO SOMEBODY ELSE! I'VE LOST HIM... LOST HIM FOREVER! IF ONLY I'D DONE THINGS DIFFERENTLY! IF ONLY I'D DRAWN THAT THIRD ACE!

STOP! YOU'RE CRUSHING MY CORSAGE!

THE DAY PASSED SLOWLY, AND WHEN EVENING CAME, I WAS SURPRISED TO FIND MYSELF IN THE PARK. I WAS SURPRISED BECAUSE I THOUGHT I'D LEFT MYSELF IN THE LIBRARY...

OH, I LOVE YOU... I LOVE YOU...

I LOOKED INTO HIS EYES AND I SAW SOMETHING THERE THAT I'D NEVER SEEN BEFORE... SOMETHING THAT MADE MY HEART LEAP... MY BLOOD POUND... MY BRAIN WHIRL. ONE OF HIS EYES WAS PURPLE...

OH, DARLING... DARLING...

OH, ANGEL...

I WANTED TO RUN FROM HIM... TURN AND FLEE FROM THIS MAN WHO STOOD LOOKING DOWN AT ME. BUT I COULDN'T. I WAS ROOTED TO THE SPOT. HE WAS STANDING ON MY WEDGIES...

OH, NUTS!

SUDDENLY, I HAD THAT SAME ODD FEELING IN MY HEART... THAT SAME ACHE... THAT SAME BURNING I'D HAD SO LONG AGO... THE LAST TIME I ATE PICKLES AND ICE CREAM...

WE KISSED, AND SUDDENLY I WAS SILENT. SUDDENLY I COULD NOT SPEAK. SUDDENLY, I WAS MUTE. SUDDENLY, MY LIPS WERE SEALED... BY HIS BUBBLE GUM...

I TURNED AND RAN, WILDLY... MY EYES FILLING WITH TEARS... BLURRING MY VISION... BLOCKING OUT EVERYTHING. THAT'S WHEN I KNOCKED OVER THE PUSHCART...

A FEW DAYS AFTER...

THE NEXT NIGHT...

THAT EVENING...

A LITTLE LATER...

THE END

Hot Weather Photos

(Airview from MAD plane by Will Elder; V. Richtofen, pilot)

Soaring temperatures brought record crowds to beaches. Numerous deaths reported—not from drowning but from trampling.

(MAD foto by Will Elder)

Mort Pestle, pharmacist, marvels at soaring thermometer outside his drug store before he hurries back inside to fight raging fire.

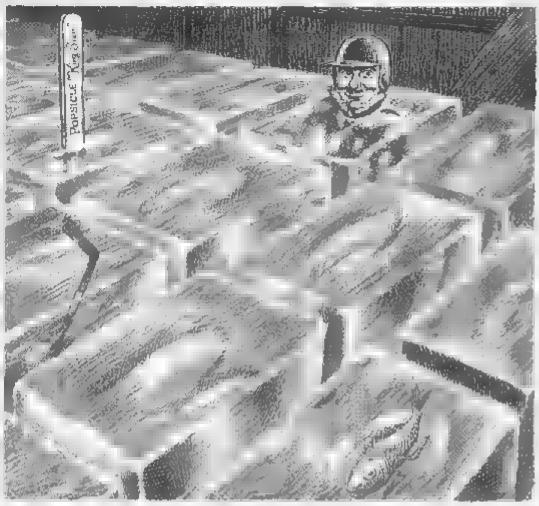
(Daguerrotype by Will Elder)

Hydrant by Pestle Pharmacy becomes cooling fountain as children and firemen gambol through the spray.

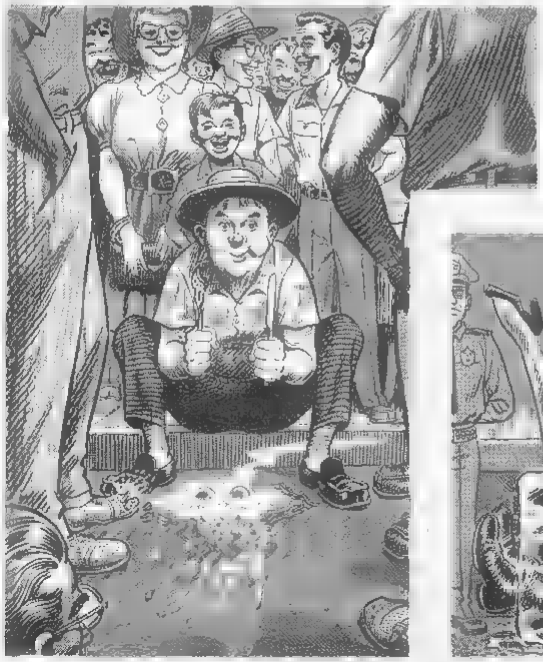
(Box Brownie snapshot by Will Elder)

Little Mickey Toonis, found searching, not for parents, but for wiseguy photographer who took his pants away for cute picture.

It never fails! Comes the first hot spell, and newspapers break out with 'hot weather photographs'. Every year, the same old 'hot weather photographs'. Ever alert, ready to take advantage of a situation, and to discourage reading in general, MAD herewith prints examples of all the 'hot weather photographs' you'll ever see for the next fifty years.

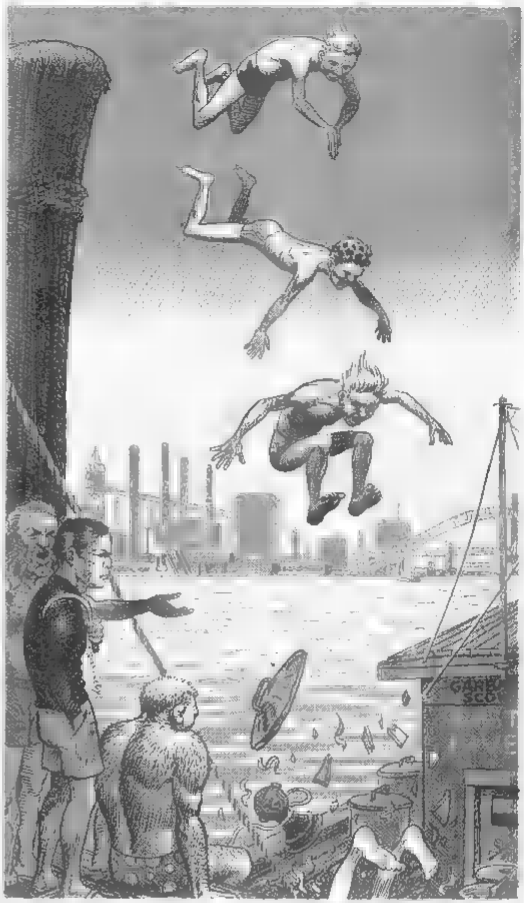


Coolest job in town is Sid Lumly's, who works in an ice house. Sid says, "My job ain't so 'hot'... I make plenny *slips* with so much ice around!" Which explains how Sid wound up in ice



(Telefoto by Will Elder)

It was so hot yesterday, you could fry eggs on the pavement. Demonstrating, George Sturdley did just that, along with some bacon, which he then ate, demonstrating his stove was broken.



(Candid camera foto by Will Elder)

Heat sends boys plummeting into river off dock. Excitement on boys' faces is not because they plummet toward relief, but because they plummet to unexpected ferryboat deck...

(Pinhole camera foto by Will Elder)

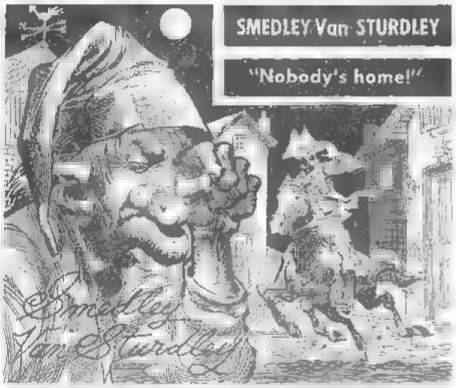
Lovely Vava Voom, starring in movie 'Gals Over Broadway', keeps cool by melting into cake of ice while singing tune from 'Gals Over Broadway' now playing at your local theatre, go see it. Ah! There's old Sid Lumly again!

AND SO, ONE PREPOSTEROUS ARTICLE FOLLOWS ANOTHER. EVER DEDICATED TO THE CAUSE OF WIDENING AND IMPROVING ITS SCOPE OF READERS' INTERESTS, MAD NOW OFFERS HOBBYISTS AMONG YOU A RARE OPPORTUNITY. BE THE FIRST IN YOUR NEIGHBORHOOD TO BEGIN THIS EXCITING AND UNUSUAL COLLECTION OF . . .

MAD BUBBLE GUM CARDS

Anybody hear from Ish Kabibble lately?

You know how all those bubble-gum cards you ever collected up to now have been nothing but portraits of famous national figures, past and present, like for instance famous baseball heroes or famous war heroes or famous western heroes. You know how after a while you get sick and tired of famous heroes. Day after day, gum-wad after gum-wad, the same old famous heroes. Well, dear readers, here's your chance to get out of the rut. Here's your chance to throw away that dull old collection of corny bubble-gum cards featuring world famous heroes. Here's your chance to begin a dull *new* collection . . . with this MAD starter-set of corny bubble-gum cards featuring world famous clods.



MAD GUM 1

SMEDLEY Van STURDLEY

Born: December 5, 1748
Height: 4'—3"
Weight: 109

Oaf
Concord, Mass.

When Paul Revere made his famous ride from Lexington to Concord, arousing the colonists at every Middlesex village and farm and warning them that the British were coming, it was Smedley Van Sturdley who **turned over and went back to sleep!**

FAMOUS COWARDS No. 1

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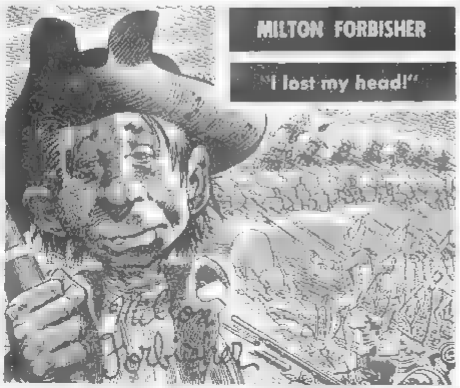

MAD GUM 2

MILTON FORBISHER

Born: October 9, 1752
Height: 7'—7"
Weight: 109

Minute Man
Boston, Mass.

At the battle of Bunker Hill, when that handful of Minute Men made their valiant stand against an overwhelming force of red-coated British regulars, it was Milton Forbisher who panicked and **shot before he saw the whites of their eyes!**

FAMOUS COWARDS No. 2

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MAD GUM 3

STANLEY HENKLEDORF

Poltroon
Getzville, N. Y.

Born: July 3, 1788
Height: 5'—8"
Weight: 109

During the war of 1812, at the famous naval battle of Lake Erie, when Commodore Perry, in the thick of the fight uttered those immortal words, it was Stanley Henkledorf who heedlessly turned, took to a long boat, and **did give up the ship!**

FAMOUS COWARDS No. 3

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MAD GUM 4

WALTER N. GOOBER

Malingerer
Pecan Gap, Tex.

Born: August 7, 1808
Height: 6'
Weight: 109

In the war of independence between Texas and Mexico, after General Santa Anna and four thousand Mexicans besieged and massacred Colonel William B. Travis and his gallant band of one hundred and eighty men, it was Walter N. Goober who **refused to remember the Alamo!**

FAMOUS COWARDS No. 4

©M.B.G. Printed in U.S.A.

MAD GUM 5

BEAUREGARD BORDON

Bovine
Manassas Va.

Born: September 14, 1859
Weight: 1090

In the first pitched battle of the Civil War, General Johnston's Confederate forces opened fire on General McDowell's Union forces at Sudley's farm in Manassas, Virginia. Beauregard Bordon was caught in the middle, hence the name of this battle . . . boy, you should have seen that **bull run!**

FAMOUS COWARDS No. 5

©M.B.G. Printed in I.N.K.

SCENES WE'D LIKE TO SEE

Escaping the Cannibals

Why don't they revive "Mairzy Doats?"

THE EDITORS OF MAD PRESENT

THE UNDERWORLD AROUND US

In the dank darkness of the primeval forest, where roared the fierce *Brontosaurus, Tyra . . . Tyranosaurus, Stegasaur . . . Stegrassaur* . . . well, there roamed all these dinosaurs, there appeared the first mammals. They were small, weak creatures and their survival in this world of armored giants seemed in doubt. But through the mysterious alchemy of evolution they adapted themselves . . . they became swift and cunning, furtive yet bold, hustlers in general. And they prospered.

At about this time dinosaurs suffered a mysterious decline and disappeared from the earth. Speculations vary but many scientists incline to the belief that mammals liked to eat dinosaur eggs . . . a forecast of things to come. The first primates appeared, and lemurs, apes and all sorts of monkeys swung through the trees, chattering, gibbering and eventually bringing forth the most important type monkey of all: the genus *Homo* (i.e., man).

The first man was a low brow, his brows were *so* low they sometimes covered his eyes, which made it comparatively easy for him to put up with the first woman who, in appearance, was very similar to the first man. And so the population expanded. Another great advantage man had was his erect posture. While most animals left a trail of four pawprints for their enemies to follow, man left only two! Of course man's extra feet benefited without the hinderance of corns on the knuckles. Thus man found himself with two hairy feet free (he called them hands . . . handcuffs came much later.)

Thus primitive, itchy-handed man stood poised on the threshold of a new world of opportunity. CONTINUED NEXT PAGE

PART I: THE EPIC CASE HISTORY OF EARLY MAN

1,000,000 B.C.—Stone Age

1956 A.D.—Rock and Roll Age

MAN MUSCLES IN

PICTURES, TEXT BY B. WISEMAN

Man had to struggle for existence. While his primate ancestors were essentially fruit and insect eaters, somehow he found out that a steak tasted much better than a mosquito. Thus, man turned to eating animals and mosquitos turned to eating man. Throughout the Old Stone Age, man's total effort was directed towards hunting. Man was well adapted as a hunter since he was endowed with keen sight, fast reflexes and a natural instinct for the chase. Man still retains this love of the chase, as any secretary who has raced her boss around the office after hours will testify.

It seems almost a miracle that these early men with their primitive weapons managed to overwhelm such animals as wooly mammoths and sabre-toothed tigers . . . but kill them they did!

How?

No sportsmanship!

A huge and dangerous mammoth would not be approached by a lone hunter aiming a Webley-Fosbery .600 Express rifle at some tiny spot on the forehead. Rather . . . a howling, shrieking multitude would be-devil the animal, distracting him on one side while another mob rushed him from the other side. No chances were taken.

Man flourished. A practical economy was practised by our forbears; they combined tribal warfare with the hunt for food by eating their enemies. Thus, in warfare, the problem of food supply was simplified, to say nothing of the convenience of having the meal walk to the cook pot.

Man was surprisingly wise for those primitive times, forcing woman to do the heavy as well as light work. *Homo sapiens* thus successfully hustled and, in time, the mammoth, the sabre-toothed-tiger and other trouble making and wrong thinking creatures disappeared.

Early man spread over the face of the globe as he followed the migrating herds. He spread rapidly, because a lot of the herds didn't just migrate, they ran like crazy! In the

NEANDERTHAL SNEAK THIEF

CRO-MAGNON DEGENERATE

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caves in which he dwelt, man the hunter left traces which tell us his story. Of man the fisherman, however, no traces remain...the early fisherman must have gone out too far...

Man followed the herds as they led him up into the farthest North. However advancing glaciers of the ice age caused man to retreat so we still have some polar bears left.

SINANTHROPUS SADIST

PITHECANTHROPUS PYROMANIAC

CONTINUED ON NEXT PAGE

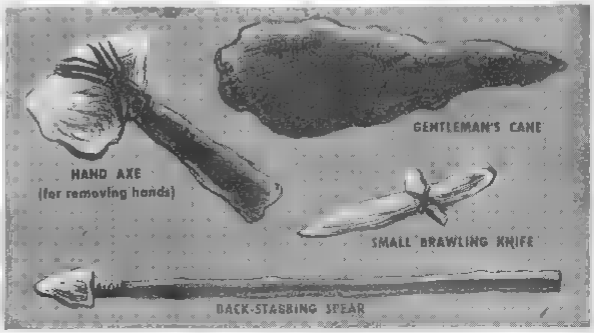
MAN DISCOVERS TOOL

The dim mists of antiquity hide the discovery of fire and we can only guess at its origin. But we do know that fire changed man's life (and sometimes even ended it). The flaming arrow eliminated the lugging of heavy torches, as well as a lot of grass roofed huts, and information was a lot easier to extract with white hot stones, than with those plain old cold ones. Fire also changed the life of woman; she now had something hot to stand over and complain about. Courtship was affected too; if everything else failed, a woman could now cook and snare a man through his stomach. About this time the first man had his goose cooked. The invention of the flint blade was a revolution

S AND FIRE

in tool-making. Before this, crude sharp-edged stones had been used, but now man had an all-purpose chiseling, gouging and cutting instrument. Later on, the burin became the prime chiseling instrument and special gouging instruments were also developed. Chiseling, gouging became popular. Man took his first step towards becoming a chiseler.

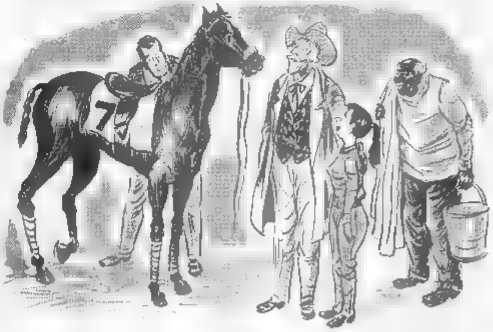
END



HOLLYWOOD DEPT. PART III

SCENES WE'D LIKE TO SEE

The Day of the Big Race



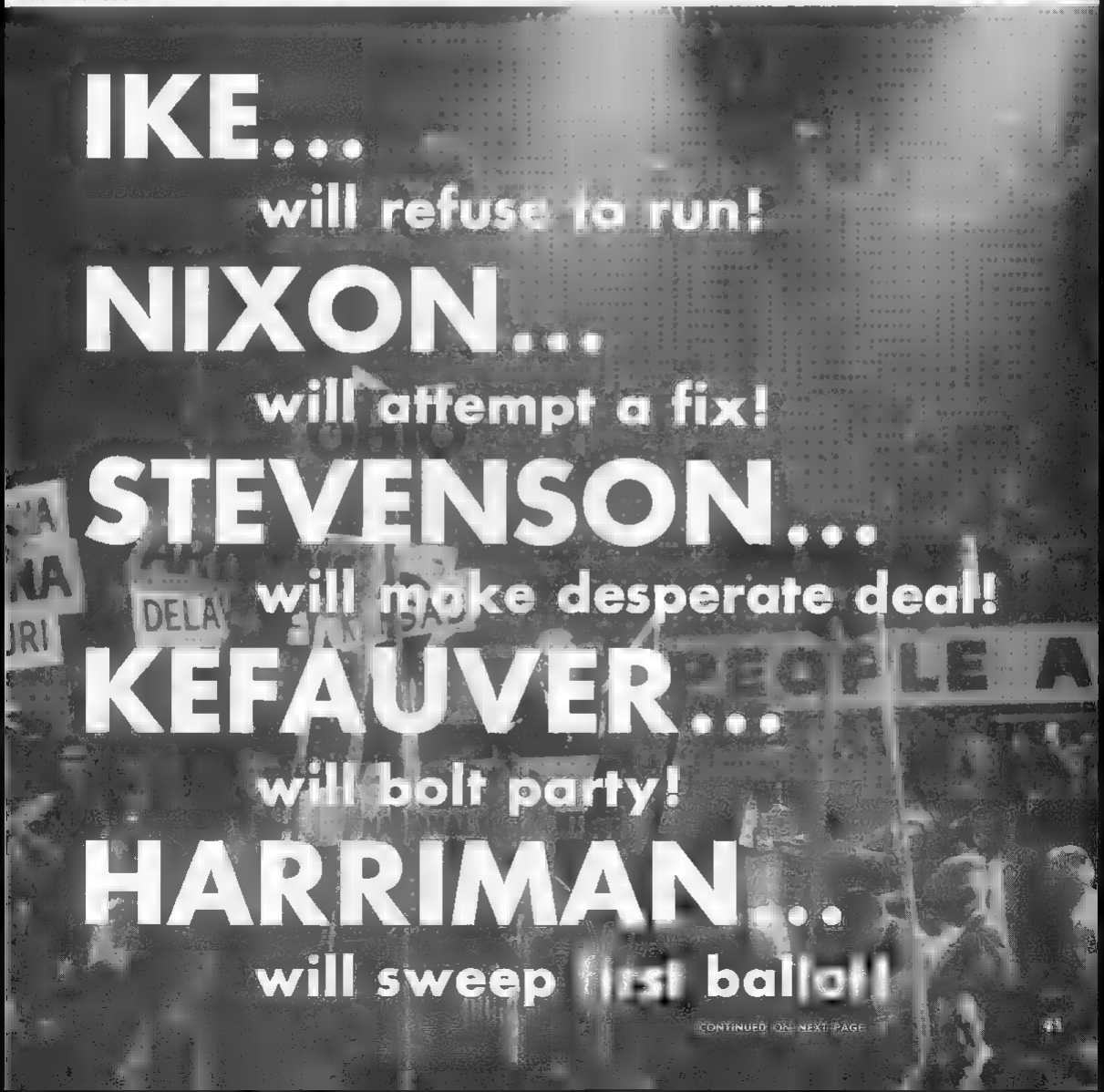
"I'll ride him, Grandpa!"

POLITICAL CRYSTAL BALL DEPT.

USING INFORMATION GATHERED FROM RELIABLE SOURCES, MAD TURNS SERIOUS FOR THIS ARTICLE AND MAKES 5 STARTLING

CONVENTION FORECASTS

Photo from BLACK STAR



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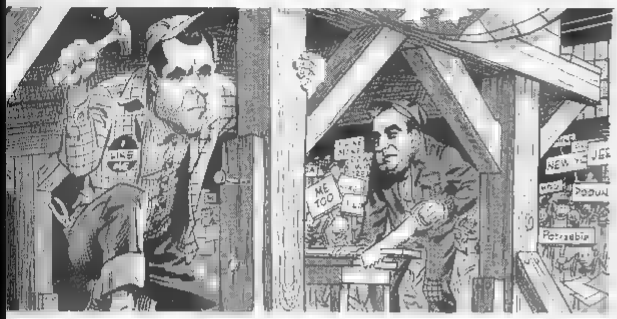
IKE

will refuse to run!

Sylvester J. Ike, Convention Hall page boy, due to painful corn on left big toe, will refuse to run any more errands for delegates.



NIXON

will attempt a fix!

Cosmo L. Nixon, Convention Hall staff carpenter, after carefully planned spontaneous demonstration, will attempt to fix damage to rostrum.

STEVENSON

will make desperate deal!

Stevenson Blung, popcorn vendor, will attempt to recoup previous night's losses by making desperate gin-rummy deal during lull in proceedings.

KEFAUVER

will bolt party!

Irving I. Kefauver, house detective, upon investigating wild hotel room party, will prevent further property damage by bolting revellers in closet.

HARRIMAN

will sweep first ballot!

Harriman Twince, Convention Hall janitor, after unsuccessful first voting, will go into action and sweep up ballot debris.

PICTURES BY WALLACE WOOD

END

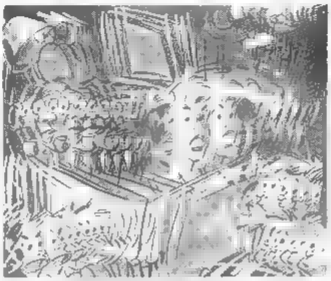
MAD, BECAUSE IT STRONGLY BELIEVES IN TRUTH . . . BECAUSE IT STRONGLY BELIEVES IN SINCERITY . . . AND MAINLY BECAUSE IT STRONGLY BELIEVES IN GETTIN' EVEN, BY GEORGE, NOW GETS EVEN WITH THE KIND OF THING WE FELL FOR THE OTHER DAY . . .

REAL ESTATE ADS

PICTURES BY WALLACE WOOD

HOUSE-HUNTING FAMILY GOES THROUGH CLOCKWORK RITUAL

EVERY SUNDAY MORNING, like clockwork, members of Furd family leap from bed, dress frantically, gulp breakfast, and scramble for the real estate ads.



YES, FURDS long to move to the suburbs. They long for elbow room. They long for breathing space. But mostly, they long to get their hearing back . . .

SEEMS FURDS go through clockwork Sunday ritual because they're sick of living in cramped clock-tower apartment amid ear-splitting chiming clockworks.

LIVE IN THE LAP OF LUXURY . . . and in the grip of a mortgage . . .

Rendering by Jack Komon

at **Painan Acres**

Introducing the fabulous "Monaco Ranger" —Prince of Ranch Houses!

Only $14,999

(Which looks cheaper than $15,000!)

No Down Payment for VETS

(They pay FULL price cash!)

COME OUT TODAY!

DIRECTIONS. Go straight out Route 26 to traffic circle, then turn left and . . . No, wait! Take the Turnpike to Exit 12, go South one mile and . . . No, that's no good either. Drive down Old Miller Parkway to . . . to . . . You know what? You can't get out here from where you are!

. . . a sparkling interpretation of luxurious suburban living in strong red brick, sturdy brown fieldstone and soft green wood, in an unsurpassed location on the North Shore, near beautiful Heartburn Hills, with an unobstructed view of the gasworks, and only a short walking distance from the city dump.

FEATURING SUCH ARCHITECTURAL TRIUMPHS AS:

- a front door
- an All-Electric Kitchen, which will give you the shock of your life.
- an especially wide but unexpectedly not deep enough garage.
- a 37 foot Sunken Living Room with 37 foot Ladder included.
- a 6 foot Picture Window with your choice of picture.
- a spacious basement for rainy day activities like swimming and boating.
- Plus countless extras for Pleasant and Comfortable Modern Living . . .
- all extra of course!

FIRST SECTION COMPLETELY SOLD OUT!

(Which leaves us with this other house to get rid of!)

PAINAN ACRES is another ALFRED E. NEUMAN atrocity.

AND EVERY SUNDAY, SAME THING HAPPENS. FURDS FIND UNBELIEVABLE REAL ESTATE AD (LIKE ABOVE), AND OFF THEY GO.

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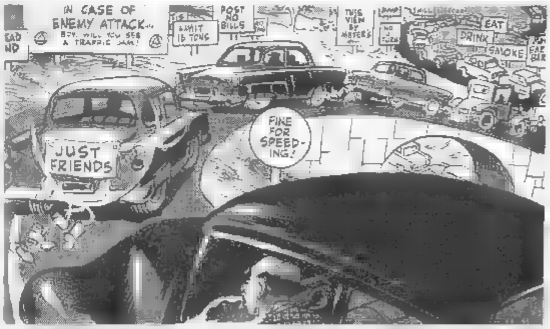
FURDS IN FAMILY FORD FIGHT FENDER TO FENDER FRACAS



UNBELIEVABLE REAL ESTATE AD sends eager house-hunting Furds forth in family Ford to battle brawling Sunday traffic composed chiefly of other eager house-hunting families sent forth by other unbelievable real estate ads. A crazy mixed-up mess, by George!

NOTE DISMAY etched on faces of Furd Family. Dismay however, is not caused by the traffic delay. Dismay is caused by sight of destination: real look of house cleverly illustrated in unbelievable real estate ad.

FURDS FIND THAT REAL HOUSE BEARS NO RESEMBLANCE TO STRETCHED-OUT HOUSE IN REAL ESTATE AD.

Final realization finally comes to furious Furds that some real estate ads depict very unreal estates. Furds realize now that stretching out house in ad is insidious trick of builder calculated to deceive prospective buyers into thinking they are getting fantastic big house at ridiculous small price. Furds' retaliation at this deception consists of insidious trick of stretching out builder. (see left) **END**

Sonny Tufts!?!?!

ADVICE DEPT. PART II

ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

PROBLEM:

My wife plays the tuba . . .

I have begged and pleaded with her to give it up, but to no avail . . .

Sometimes she plays it at 3 in the morning. She says she is inspired . . .

I handled the situation the way I thought best, but it was no use . . .

She bought another tuba! She's driving me mad! What can I do?
—Tonedeaf

SOLUTION:

PICTURES BY DON MARTIN

Simple! Drive *her* mad! Take up the tympani! An inspired tympanist at 3 in the morning can be much more overpowering than an inspired tuba-ist!

Energetic 17-year-olds Are Happy

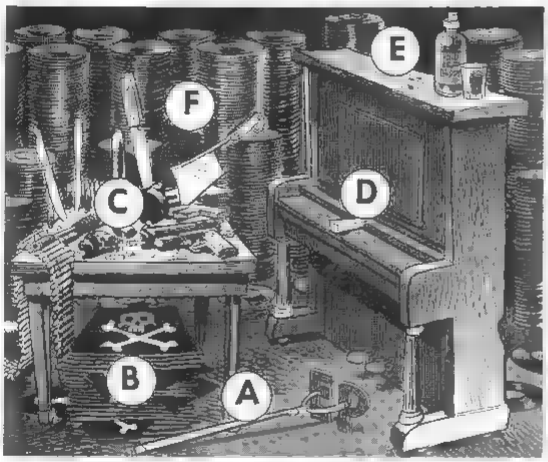
USING MAD'S PARTY RULES, IMPULSIVE MOTHER FINDS CHAOS

Seventeen-year-olds are bursting with explosive energy. A party for them has to use up their explosive energy. If it doesn't, the house will probably explode. The house will probably explode anyway, so if you value your house, don't *you* give the party. Let your neighbor give the party. Then, afterwards, you can submit a competitive sealed bid for what's left of your neighbor's house. MAD here presents the last in its series of how to give parties for children of various ages. The rules for these parties have been drawn up by Dr. Ernest Guillotine, who has spent years devising methods of how to do away with children neatly. This party is one way.

Behavior of 17-year-olds is shown here in pictures of an actual party given by Mrs. Goodfellow Kringe of

GET READY FOR THE PARTY, THEN RUN!

- Remove all furniture and valuables from house, take up rugs, parquet flooring, lock everything in cellar.
- Limit number of guests to total membership of local pool hall.
- Plan to have detail from Juvenile Aid Bureau on hand to assist mother.
- Gather party and game equipment, prizes, favors, candy and bail money.
- File preliminary alert notice with Adjutant General's office of the State National Guard.
- Timetable for Rock 'n Roll Romp:
- Arriving guests are branded (10 min)
- Go outside for stomp (20 min)
- Stampede inside for stomp (30 min)
- Motorcycle-code around outside of house (45 min)
- Motorcycle-code around inside of house (1 hour)
- Head-on Hot-Rod crash event (2 hrs.)
- Wild Grand Stomp (4 hours)
- Tear gas (4 min)
- Martial Law (4 mos.)



THINGS THAT ARE NEEDED TO GIVE PARTY

Laid out above are the items used by Mrs. Goodfellow Kringe for Irving's romp. In foreground (A), is branding iron used to greet guests, with initials "E.P." for Elvis Presley, the Rock 'n Roll idol. Rear (B), are party favors: skull-and-crossbone motorcycle jacket decals. On table (C), are noisemakers and sufficient ammunition. Right (D), old-style piano with single note for *"dring-dring-dring"* Rhythm 'n Blues background music. On piano (E), glass and bottle of gargle for *urgh-urgh* effects used by guest Rock 'n Roll vocalist. In rear (F), 2000 scratch-worn, surplus jukebox records to be broken up and used as confetti.

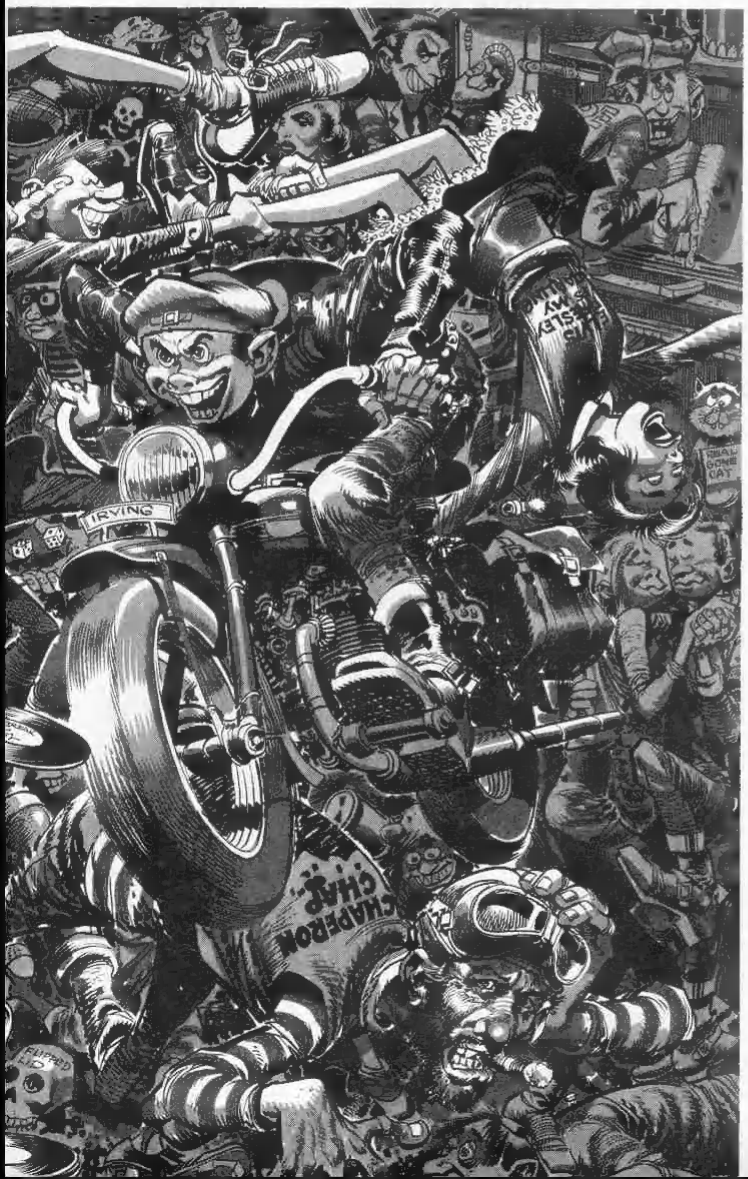
Happy Happy

IN SUCCESSFUL ROCK 'N ROLL ROMP

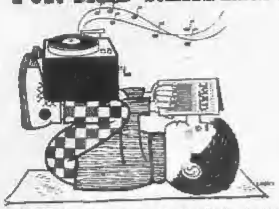
Wince, Ga. to celebrate the seventeenth birthday of her son, Irving. Where rules for a party for 51-year-olds called for simplicity and adrenalin (see MAD for Sept. 1915), the rules Mrs. Kringe followed called for competitive free-for-alls. Mrs. Kringe chose a Rock 'n Roll Romp as a party theme because she felt it appropriate to the age group, because she thought it was a very cute idea, and mainly because she was blackmailed into it. Her son, Irving ,threatened to dynamite family tropical fish tank. CONTINUED NEXT PAGE

SETTING PARTY'S THEME

Large "E.P." (initials of 'Teen idol Elvis Presley) is branded through jeans of arriving guests (above). Agonized expression of guest is not due to real hot branding iron. Agonized expression of guest is due to real cool branding iron, left in deep freeze overnight. First game (below) was treasure hunt called "spin-the-dial", won by bright young contestant who cleverly sandpapered fingers and was first to open Kringe family wall safe.



MAD RECORDS FOR MAD READERS!



If Bach, Beethoven or Brubeck don't work as background for reading MAD here's a suggestion. Send for any one or all of the following LP'S.

Toe Tapping Nickelodeon Music
1. **RAZZ-MA-TAZZ IN HI-FI**

Very sour German Village band music
2. **OOM-PAH-PAH IN HI-FI**

The Gayest 90's music ever
3. **YOUR FATHER'S MOUSTACHE**

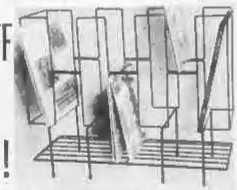
Nostalgic Edison cylinders
4. **EDISON IN HI-FI?**

All albums 12"—33⅓—Order by number
$4.98 per record
FREE OFFER

Enclose one used phonograph needle with order. We'll mail our brilliant two-dimensional black and white catalog. If you can't send the needle tear off your phonograph arm! HURRY! OFFER LASTS INDEFINITELY!

SAN FRANCISCO RECORDS
562 Kearny St. San Francisco, Calif.

SHOW-OFF YOUR RECORDS!

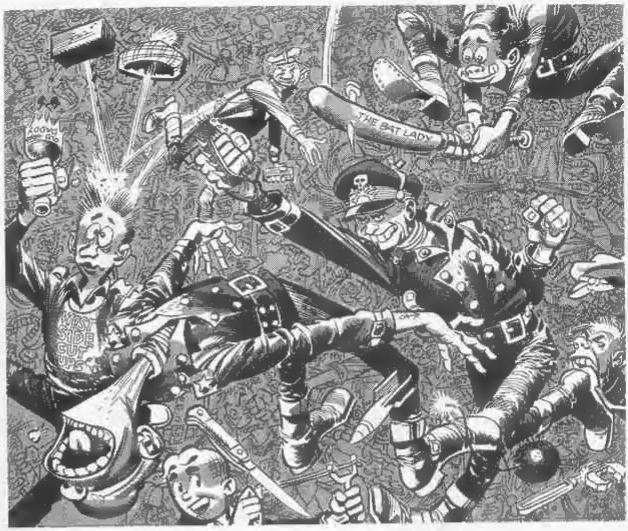


Accent their colorful album covers in this new collector-designed Black Wrought Iron Cabinet. Holds over 200 long-play records, also 78 rpm albums. 10 handy compartments enable you to file your records by composer, artist, title, etc.; keeping your music in orderly arrangement, instantly available for playing! Prevents Warping, supports records in the Safe Upright position! Sturdy steel-construction, 25"x22"x10" with rubber tips. Please remit $9.95 with order, shipped fully-assembled, express chgs. collect. Positively not in stores. MONEY-BACK GUARANTEE! Ask about our 45 rpm Record & Tape Rack, too! **$9.95**

LESLIE CREATIONS • Box 9516 • Dept. 39 • Phila. 49, Pa.

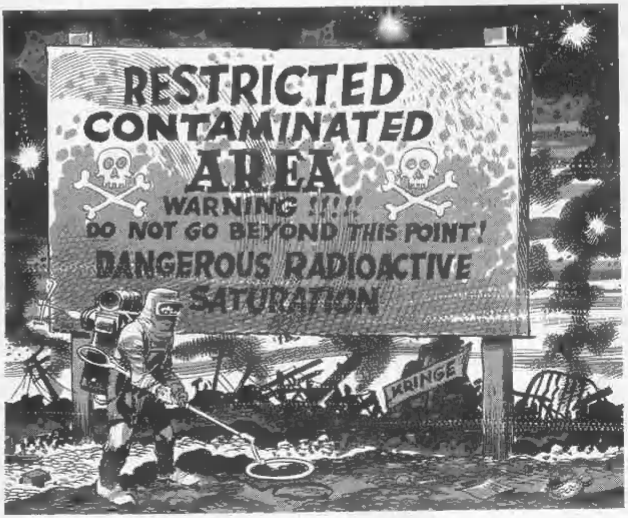
WHAT—ME WORRY?

"WHAT—ME WORRY?" kid reproductions suitable for framing and patching wallpaper are still available for 15c. Mail money to dept. "What",care of MAD 225 Lafayette St., New York City 12, New York



PARTY REACHES VAPORIZATION PITCH

Climax of party is reached with wild "Grand Stomp", when invited guests are joined by horde of uninvited outsiders... (Noble Brutes, Switchbladers, Gas-House Dukes, City-Crushers, etc.) Free-for-all ends with arrival of riot squad.



AN AFTERMATH OF DRUDGERY

Cleanup of wreckage resulting from party is shared by parents of 17-year-olds, thus establishing cooperative sense of neighborly endeavor, but mainly to get kids out of jail. In a future issue, MAD goes to a Flap the Lower Lip Party.

END

Interesting magazine charts show this is...

BIGGEST YEAR IN MAD HISTORY

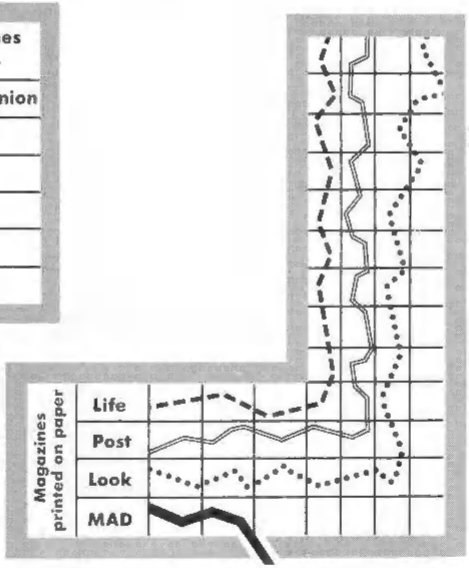
Latest survey * reveals fantastic comparisons to top selling national magazines

Order of some Leading Magazines calculated by length of name.	
first	Woman's Home Companion
second	Saturday Evening Post
third	Ladies' Home Journal
fourth	Popular Mechanics
fifth	Colliers'
last	MAD

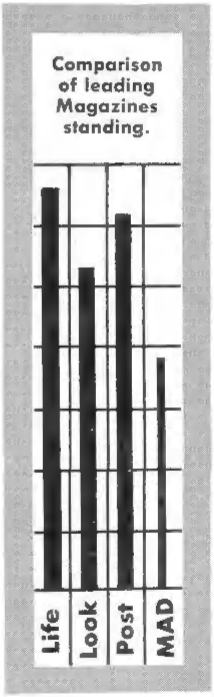
MAD—as clearly indicated on the chart, stands alone in the field of leading magazines. Clearly, MAD wins distinction here on this chart by not being a leading magazine!

Chart summing up charts	
first	Table chart
second	Line chart
third	Bar chart

This chart shows nothing except which charts are which.



MAD—on this line graph, again indicates distinction. Notice that while all the zig-zag lines on big magazines go up, MAD is the only zig-zag line that goes down.



MAD, as indicated on this bar chart again stands apart from the rest by having the skinniest bar on the bar chart—indicating that MAD is truly skinniest magazine standing.

Some charts, hah? Which all goes to prove that this *has* been the biggest year in MAD's history, especially since we've been in business only a year. Which mainly goes to prove that your Advertising Dollar will be put to very good use in MAD. Boy, can we use your Advertising Dollar very good. Keep your eye on MAD. As a matter of fact, keep *both* your eyes in MAD. Yes, MAD is also very good for wrapping eyes and fresh fish.

ALFRED E. NEUMAN
"What, Me Worry?"

* Latest survey by Alfred E. Neuman, who works for MAD.

"This one has the urp!"

Elder

Unmistakable! The sound of that

Padst Red Ribbon Urp

Trademark by Reginald Uspatoff
© Padst Brewing Company, Repeat, Often.

There's an outstanding reaction that now distinguishes Padst Red Ribbon from America's ten or twelve other great beers. Try some and you're sure to experience that reaction. We call it the *Urp of Red Ribbon Padst* (URRP, for short.) Padst is the only major brewer to bottle its own distinguishing URRP. It makes the difference. You can hear it! Next time your friendly bartender asks that friendly question: "What'll you have?" Just say "URRP" and get ready for another kind of reaction when he punches you right in the eye!